

Engl.

THE AUTHOR & JOURNALIST



IF YOU MUST

An Unusual Article

on

"SLANTING"

By

JACK
WOODFORD

THE NEW DETECTIVE STORY FORMULA

By H. BEDFORD-JONES



THE MYTH ABOUT POT-BOILERS

By GEORGE HUGH BANNING



Quarterly

HANDY MARKET LIST

A Directory of Manuscript Markets



Literary Market Tips—Trade Journal
Department, Etc.

JUNE, 1931



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THE AUTHOR & JOURNALIST

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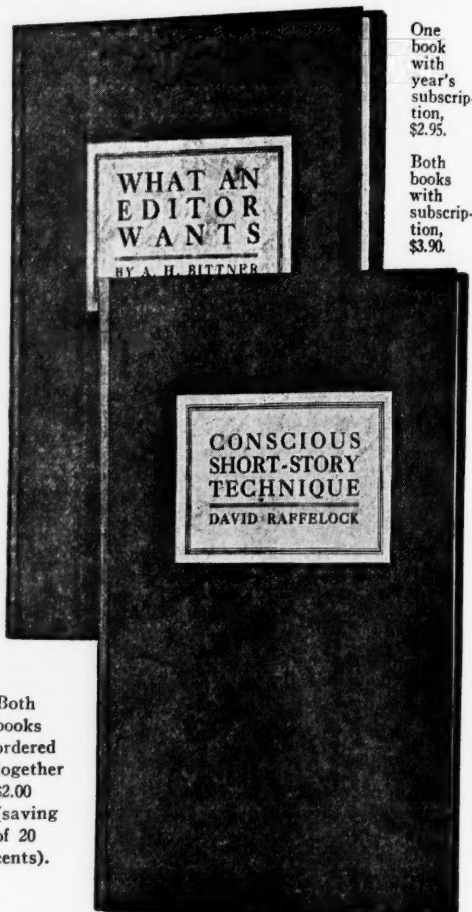
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THE AUTHOR & JOURNALIST

Founded, 1916

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WRITERS GENERALLY will watch with interest the fate of a bill introduced in the Pennsylvania state Legislature, which if passed will make it illegal for a publication issued in that state to publish a "ghost"-written article. The purport of the bill is "That no owner or owners of any newspaper or publication of any kind or character or employe thereof shall accept for publication in such newspaper or other publication any journalistic, literary, scientific work, article, story or fiction without at the same time obtaining the name or names of the actual writer or writers thereof and making a record of the same. . . . No such . . . publication . . . shall publish any such matter as the work of an individual if such individual be not in fact the writer thereof, nor publish such matter as the work of a single such individual without setting forth with equal emphasis the name or names of any other individual or individuals who may have collaborated in the writing thereof."

Whether or not such a law, if passed, would prove beneficial to writers may depend upon the individual viewpoint. In the sense that it assures writers proper credit for their work, it is to be commended. Also, we think, it is to be favored on grounds of public policy. It is decidedly an imposition on the public to credit an article to an individual who did not write it, but whose name attached to it carries authority. Apparently the law does not require that a name be signed to the article, so it would have no particular effect upon confession magazines or others using unsigned material. It would require only that the author-

ship of material, when stated, must be designated correctly.

THE EDITORS OF THE AUTHOR & JOURNALIST answer in excess of a dozen letters a week from readers anxious to get in touch with syndicates that will consider features they have in mind, or desirous of finding a wider field for departments they may already be conducting in local newspapers.

The answer that must be given to such aspirants is well expressed in the following letter from George A. Carlson, editor of United Features (a combination of United Feature Syndicate, Metropolitan Newspaper Service, and World Feature Service). He writes:

"Anything that finds a market has to be a great deal better than material now being syndicated, in order to displace old stuff. The opportunities in the syndicate field are extremely limited. We are swamped with material of all sorts. The only thing that has a chance is something of outstanding smash-hit quality. The odds against text features are about 1000 to 1."

The same points were brought out last month (in connection with our Annual Handy Market List of syndicates) in the article, "Can You Feature It," by William P. Lawson. Of course, feature material *can* be sold by free-lances. The Ledger Syndicate, for example, recently reported that about 10 per cent of its output is purchased from free-lances. Some syndicates do not feel that free-lance work is worth considering. In any event, the work must be outstanding to be acceptable. There is unquestionably less chance in the syndicate field for the inexperienced writer than there is in the general magazine field.

GILSON VANDERVEER WILLETS, whose contest hobby has won him a position as a national authority on the subject, has announced his "All-America" Contest Team for 1931, on the basis of success won by followers of the "contesting" game during the preceding year.

This year's leader is Frank G. Davis, Springfield, Ohio, on the basis of his remarkable record in having captured an average of at least one prize every ten days for the past fifteen years. During the past year he received forty awards, most of them major prizes. Second place is given to last year's "All-America" leader, Miss Mabel Millspaugh, Anderson, Ind., who has captured awards aggregating approximately \$25,000 in the past few years. The balance of the team consists of Mrs. C. M. Stevenson, Palo Alto, Calif.; C. W. Diffenderfer, Middletown, Pa.; Madelaine Archer (Field), Oakland, Calif.; S. Lewis Brevit, San Francisco, Calif.; Raymond Wesley Carr, Parkersburg, W. Va.; James T. Thorp, Miami, Mo.; Louis Rich, Milwaukee, Wis., and Losee A. Wachlin, Sayville, N. Y.

Only "consistent" prize winners were considered for the team, and not one-time winners, which accounts for the omission of I. H. Sefton, Colfax, Calif., who won last year's major prize in the contest field, the \$1000 life annuity awarded by the Plymouth Motor Car Company for a brief letter.

THE AUTHOR & JOURNALIST

June, 1931

If You Must...

BY JACK WOODFORD

Author of more than fifteen hundred published short-stories and articles, and of "The Evangelical Cockroach" (Carrier & Isles)



Jack Woodford

BEING asked by the editor of this magazine to do an article on "How to Slant," puts me in a very embarrassing position. I think that "slanting" your work toward specific markets is the most appalling bad habit that present-day writers have. It is founded on the theory that edi-

tors know how short-stories should be written better than authors do. If this is true, both the editors and the authors are wasting their own and the public's time. Slanting has probably turned more promising writers into hopeless hacks than any other one thing known to the writing "game." And even from the profit angle it is *very* bad policy, because, no sooner have you slanted yourself beautifully under the wing of some editor than he loses his job, or his public, surfeited with the kind of stories the editor thinks they like (and which they did like until he bored them to death with too many of them), deserts him; and then where are you! . . . Whereas, if you go on, year after year, developing your own individual way of doing things, you gradually build yourself up into something distinctive. However, not being a religious man, I can see the other fellow's viewpoint too, and since this slanting cant has such a hold on the imagination of all of us lately—and, of course, it's just a sort of fad that has come down upon us—I am perfectly willing to set forth what I know of slanting. Perhaps I am completely wrong

and do not know what I am talking about; but, on the other hand, perhaps my glimpse of slanting contains something helpful.

I have watched for three or four years now all the articles by editors and writers appearing in writers' trade magazines on this subject. I have seen both writers and editors huff and puff horribly trying to say precisely how to study a magazine—which is, of course, to say—an editor, in order to get its, or his, slant. And almost always such articles fail to inform the reader how best to go about studying a magazine and imitating its slant. The reason why this is so, I think, is that slanting is a far more subjective matter than the average author and editor thinks it is; and yet, though it is subjective, it is always written of in objective terms. That is, the author or editor tries hard to describe what should appear on the surface of the slanted story; whereas, slanting is done almost wholly *between* the lines of a slanted story.

For instance, a love-story editor describing how she wants stories slanted for her magazine will go into such matters as this: She will say that she likes her heroines to be very beautiful and very virtuous. Furthermore, she likes them to be poor—or she likes them to be rich. She wants them to fall in love with impossibly handsome and impossibly good young men who must be either poor, or rich, or attaches of ranches, or what not. And yet, to the author who would slant for her this means precisely nothing. I can, and have, in the past, made an intensive study of the cheaper grade of slanted love story. I can and have written love stories which, to the author who had studied the magazines I aimed them at, would appear to be perfectly slanted toward their mediums; yet they flopped dismally. What was lacking was not the objective surface slants that the editor would have

described as her required pabulum; what was lacking was a subjective thing which few editors could put into words. The subjective thing that was lacking in these love stories of mine, and which makes it impossible, apparently, for me to write love stories for the pulp love-story magazines (of course, I do write them and sell them occasionally, but with little success) was a phrenetic, hysterical subjective nuance of oestrus without sex, of fire without heat.

I KNOW, and everyone who has studied the psychology of sex closely knows, that the word "Love" is just a pretty rationalization for the word "Sex," which latter, because of the pious pus which seeps through American life, seems atrocious to many of us. If absolute proof of this is needed, presuppose a woman in love with a "Perfect" man. A man who is, essentially and fundamentally "her type." He is handsome, he is witty; kind, gentle, considerate, talented, in good health, possessed of a sizable bank account. He suits the woman in every possible way. She consents to marry him, and on the eve of their wedding she suddenly discovers that he is a eunuch. Does she go on and marry him anyway? You know that she does not. Well then, if this *one* fact she has discovered makes so much difference, it is perfectly obvious that there is only one thing absolutely essential to love. Those of you who have read Remy de Gourmont will remember how delightfully he put it.

However, the love-story magazines pretend that there is no such thing as sex. There is their formula, their slant. You must pretend, in writing for them, that women fall in love with eunuchs. You must pretend that women think nothing of sex. You must pretend that women are such fools they go around with their heads in the stars . . . and to the extent that you *succeed* in establishing that pretense, plus a sexless oestrus, an intense hysterical blubbery sans sex, you have slanted your story right square to the check book of love-story magazines. . . . Not just one of them, but *all* of the news-print love magazines.

Once you have attained, somewhere in your love story, that sexless oestrus, that squirming sans real passion, it matters very little what *objective* details of the editor's objectively expressed slanted longings you have violated. Looking through love-story magazines you will often find stories that *appear* to be wide of the editor's expressed slant requirements; but studying closely,

you will see that though objectively they may seem to be wide of it, subjectively they hit it perfectly.

Another reason why the average editor cannot express, in a writer's magazine, precisely how he wants his "stuff" (as he usually quite capably calls it) slanted, is that with the average editor the slant requirements are subconscious, not conscious. Or at least, such details of his slant as are conscious are nebulous and hard for him to express; but when he gets a story that is slanted his way, it strikes the subconscious grooves he runs his magazine on and he says to himself, "It clicks," and grabs his checkbook. Very often he does not himself know why it clicks, so it is no wonder that he cannot explain it.

WHAT use is there then, one might ask at this juncture, in trying to learn to slant properly by studying magazines? My answer to this would be that there is not the slightest use in doing so. It will do the average writer more harm than good to stop trying to express himself in an individual way and try to make himself an annex to an editor. But it can be done. Reading through one copy of a given magazine I can usually see the editor's slant very clearly. What I look for, however, is not a lot of collateral objective detail, but for a subjective impression that I get from each story and article. And it is this subjective impression that must be discovered before an editor's slant requirements have been apprehended. In illustration I will mention two magazines and their slants, to give an idea as to how I arrive at the thing. The editors of these magazines may emit bloodcurdling howls at my estimate of their slants; but I do not claim infallibility in what I say, I am merely trying to give one man's impression touching upon how best to study a magazine in order to apprehend its slant.

Most writers in aiming material at *Black Mask Magazine* simply say to themselves: Aha! another market for detective, mystery, crook, and gangster stuff. Not to say Western, gang-moll love stories and eccentric off-the-trend stories with a dash of crook atmosphere. Actually, however, *Black Mask* is so different from other magazines with which writers usually group it that I cannot see how a yarn intended, originally, for any other magazine could possibly fit it. I sold *Black Mask Magazine* just *one* short-story; that was about five years ago—I have never sold them another one. I don't know whether or not Mr. Shaw realizes it, but he

is an "impressionist" of the first water. In the short-story I sold him I got the *impression* of how a man might feel, if, in a strange, dark house at night, a huge dog might suddenly spring at his throat. The ensuing battle between the man and the dog was what sold the story to the editor of *Black Mask*, I am quite sure. The rest of the story, which I have forgotten entirely, dealing with what apparently are the type of things *Black Mask* goes in for, was wholly unimportant. Read a copy of *Black Mask* and you'll see that in every story there is some *one* vivid moment of intense, almost aesthetic emotional impression. *That* is what makes a story click with *Black Mask*, in my estimation.

In studying *The Saturday Evening Post* to get its slant, most of the writers I know feel that sweetness and light, carefully interlarded with enough specious realism to give the impression of a well-written story, is what will nick the Curtis bank roll. I don't think it is anything of the sort. I don't think the Curtis editors care a whoop about plot. They are laboring night and day to garner stories to bolster up a curious American Family-*Post* tradition, which might even be compared with Mr. James Branch Cabell's Poictesme. . . . What I mean is:—and if I seem almost incoherent remember that I am trying to express a thoroughly subjective matter in objective terms—in Cabell's work, almost all of his fiction characters are inhabitants of Poictesme. They derive out of Poictesme, and belong to Poictesme, and are everywhere colored with the fact that they are posited upon the existence of Poictesme. The *Saturday Evening Post* fiction characters all live and move and have their beings in the big, happy, *Saturday Evening Post* family, where horrendous things happen, but always turn out all right in the end. If you send a story to *The Saturday Evening Post* which you think is slanted toward the *Post* because it glitters, or because it has what is called the *Saturday Evening Post* Style, or because it deals with typical *Post* situations; or for any of the easily apparent objective marks of *Post* stuff, it will fail unless the characters are members of the hypothetical and unutterably apocryphal and impossible *Saturday Evening Post* family of characters. Of course, the family has many branches. Its genealogical tree contains limbs from which hang some of its characters. It contains poor relations (Hugh McNair Kahler's farm types); it contains extremely funny and gauche relatives (Nunnally's clever humor-

ous stories); it contains bankers and paupers, adventurers and neurotics—but they are *all*, indubitably, tinged and flavored in some way that shows them to be legitimate and not illegitimate members of the *Post* family. There has only been, to my observation, one bar sinister in the *Post* family. That has been Joseph Hergesheimer's characters. Possibly Hergesheimer tried to slant for the *Post*, in consideration of his friendship for Lorimer and the satisfactory cash implicit; but even if he tried he obviously failed . . . he has too much of inherent genius—try as he may to kill it—to write thoroughly poor stuff for anybody . . . and he is too much averse to slanting in its every ramification. (It is said he wrote for fourteen years fruitlessly in order to force editors and publishers to recognize him as an individual, instead of his recognizing them as better able to dictate the terms of writing than he.) In the end, of course, he cleaned up far more jack than he could have done if he had made a slanting hack of himself. (Though of late he has stooped to some pretty frank compromises, apparently, with his artistic conscience.)

What I would do then, if I were to try to make the *Post's* slant—and I very definitely do not try because I know I cannot—would be to create characters who are related by direct consanguinity to the apocryphal *Post* family. And just as I know my own relatives' family characteristics whether I want to or not, I would get to know, however painful it might be, the *Post* family characteristics. And the only way to do that is to read many issues of the *Post* and acquire it *subconsciously*, just as we get to know our family's characteristics not through any intense objective observation, but through long years of unconscious impingements which take root and grow in the subconscious. The *Post* family characteristics could never possibly be learned in any other way because there are in the world nowhere any real people such as those portrayed in *The Saturday Evening Post*. Occasionally members of the *Post* family get into other magazines; but they always look out of place and have a definite odor of nostalgia.

AND so it is, in my opinion, with all commercial magazines. Their "slants" are not implicit in the way their stories are written on the surface, but in the feeling you take from the stories as a whole, the one central impression that is buried in each one, put there through a process of usually

unconscious selection on the part of the editor, based upon some thoroughly subconscious bias or complex that he has.

How then, you ask, have I helped you? How have I given you any new idea as to how to proceed in your study of slanting, if you must do anything so foolish. . . . Perhaps I have not helped you at all; but, specifically and practically my suggestion toward your future procedure is this: Read the magazine you want to slant toward *not* with any idea of consciously, objectively, and pragmatically gleaning details of mechanical surface things, but with the thought of subconsciously so absorbing the general impression you get from each story that, soaked with it, when you sit down to write for the magazine you will unconsciously meet its requirements without knowing specifically what you did. If you have read, for six weeks, every copy of *The Saturday Evening Post*, from cover to cover, and did not, during that time, read anything else, when you sit down to write, whether or not

you are conscious of doing so, you will, to the extent that your knack for writing permits it, create characters that smack of *Saturday Evening Post* family blood. And so it is with all magazines that you "soak up" subconsciously. You will do it not *because* of your intense study of the thing, perhaps; you will do it in spite of yourself, unconsciously, and perhaps without even being aware that you are doing it. That, I think, is the only way that anyone can ever learn actually to slant at a magazine. And in closing, I want, perhaps monotonously, to reiterate that I think it is a very, very bad thing to do. A better thing to do, even if it does not bring such immediate returns, is to study one's own capabilities and find someone who will appreciate them, however humble they may be. In that way something permanent and not subject to the mutations and exigencies of magazine publishing is built up. That is the only way that any author in any time has ever arrived solidly anywhere.



Pathological Fiction

BY RAYMOND W. PORTER

WRITING holds an especial lure for persons who are physically unable to do anything else. Here in the West there are thousands of health seekers who, propped in bed or reclining chairs, are scribbling stories with feverish hopefulness. A large part of them are faced with the necessity of making a living somehow, or being a burden on relatives.

"If I could just write stories," the health seeker says, "what a godsend it would be. Others have done it. Why can't I?"

The biographies of Robert Louis Stevenson, Harold Bell Wright and many others offer encouragement.

And there are some men and women who, failing in health, have turned to writing and are making more money than they ever made when they were well and holding down regular jobs. There are women with sick husbands who have desperately launched on a literary career when the burden of family support fell on them, and are now successful writers. A very well-known novelist who now lives in Colorado Springs started under similar circumstances.

The larger percentage, however, fail—just as a large percentage of would-be writers in normal health fail to make the grade. A study of the failures reveals two principal causes. First, the health-seeker does not have the energy to keep

at it and to bear the inevitable disappointments which he must face. Second, he will make the mistake of writing about sick folks. Unfortunately, he does not have much control over the first cause. But he does in the second case.

It is natural for a person in ill health to write about the problems of health-seekers. It is a theme often attempted by others who see a good deal of these stirring and sometimes dramatic fights for health.

But they don't get by with it. Editors want their magazines to be cheerfully entertaining. They are unanimously uninterested in the drab and the depressing. And it takes a highly skillful and experienced writer to lift the theme of sickness from drabness and depression and treat it in an acceptable manner.

A lady recently confessed that she had been writing stories ever since she was eight years old. No, she hadn't sold anything yet. But she hadn't given up trying. She had even written a novel. Spent a year writing it. What was it about? A young wife brought her sick husband to Arizona. She fell in love with the doctor, and the husband conveniently passed away when it was the only decent thing to do.

Perseverance is one thing. Butting one's head against a stone wall is something else.

The New Detective Story Formula

BY H. BEDFORD-JONES

No. 5 in "The Graduate Fictioneer" Series



H. Bedford-Jones

AS the writer is concerned altogether with the commercial fiction market, which is practically the same thing as the magazine market, in speaking of detective stories he has the magazines in mind, and not books. Detective novels are one thing, and detec-

tive stories for magazines are a very different thing.

This change has come about within the past few years. The old type of detective stories, wherein a detective runs down a murder mystery, is all right for books, but is capable of too little variation for the magazines, which must have something different all the time. New elements must be introduced. Running down clues no longer suffices. If you want to compare the two perfect types of opposites, read one of the S. S. Van Dine novels, and then any one of Earl Derr Biggers' remarkably fine stories, wherein detective work is provided with frills.

Murder stories still go strong in England, where murder is a rare thing and invariably the criminal is brought to book; in this country it is very common and the murderer is seldom punished. The ability of slick lawyers to confound justice has given us contempt for law and for courts, and this has helped to change the type of stories used in our magazines.

So much for preface. Personally, I do not know much about the old or straight detective story; I never had enough talent or ability to write one. However, the changing styles have permitted the old factory to get into production on the newer type, and this in a word comprehends a story where the hero has a personal and vivid interest, rather than a detached viewpoint as that of a detective. In other words, he is not protecting society, but he is pro-

tecting himself. This, perhaps, is the reason for the popularity of Edgar Wallace's later novels.

Naturally, no two of us write a mystery or detective story alike, or see it alike. All we can do here is to set down what one writer knows about it, or rather how he looks at it; as for knowing anything, that is something else again.

For a long time I thought myself unable to write a good mystery yarn, until I happened to get across with one or two. Then it was a case of learning why they got over and applying the rule—which, in its essentials, is a very simple one.

Get your hero in danger—and keep him in danger! In other words, apply the technique of a straight adventure story to the detective or mystery angle, without making it an adventure tale pure and simple. This is not so simple as it sounds, by a long shot.

The necessary clues can, of course, be flung in and unraveled. This helps to preserve the right sort of atmosphere. John X, who has leaped into the front rank of mystery and detective stories within the past three years, tells me it is all very simple: You just plot out a hot mystery on mathematical lines, dress it up in story form, and sell it. Unfortunately, I could never work that way. Being a dumb sort of person who has to learn from patient teaching and repeated example, and not liking mathematics anyhow, I have to figure out something else.

TWO questions will inevitably arise before we have done many mystery stories. First is that of woman interest. If you can handle her adroitly, so much the better, but she is not essential to the story. So many stories are written without any woman interest, however, that the magazines favor one that has it—but because it must be adroitly handled, this type of story is rarely found.

The second and more perplexing question: Is your hero to be a criminal or a detective? For or against the law? Of course, the compromise of a Robin Hood type is very popular. I mean the chap who is apparently a criminal, but in reality has an honest heart and a virtuous soul and

would not really steal a dime if he were starving. The police are hot after him, and so are the crooks, and he is hot after the crooks, and so forth.

This sort of thing is really very easy to write, once you find a plausible explanation for your hero's double life. He can even steal, rob and murder if he has any justification for it. He is the worst sort of crook—provided he works in a just or apparently just cause, and so forth. Now, I have written a lot of this stuff, and the magazines and readers all like it no matter who writes it—but it seems to me there is a lot of real dynamite in it. Real danger.

You are writing a story of easy morals, when you get down to facts. Hornung did this with Raffles, and put Raffles in the pen by way of expiation; but that would not do today with any magazine. Not long ago Bronson came to me with a long face—he had just done a series of this sort for a detective magazine, and it made a whale of a hit.

"I give you my word," he said earnestly, "it's demoralizing! I let that bird get away with all sorts of crimes, real crimes, in the name of virtue. And he kept the loot—he didn't turn it over to any hospital or charity. He did what the average man would do—kept it. Well, aren't we getting responsible for a lot of this crime stuff that's being pulled off? Any guy who reads this junk, then sets himself up a good virtuous alibi to hide behind, can go out and pull a job and find his conscience clear. I'm going to quit writing this stuff."

Few of us would feel as much responsibility in the matter as Bronson; still, there is that angle of it to consider. It is like writing sex stuff—you can, or could, get away with anything so long as you made the immoral character suffer for it. Bronson may be going to extremes, but it's something to think about.

Your character can prey on crooks, if he can do it plausibly; he could not in real life. The readers like this very much. Police officers are not in favor as heroes—why? Because it is difficult for the average reader to imagine himself in place of a police officer. The character is not appealing, unless he be one of the state police.

Personally, it seems to me that the old-fashioned detective stuff is dead as a door-nail. Just framing up a good murder or series of them, and working out clues, doesn't go down with magazine readers. They want the personal adventures of the

hero. It is not very hard to work up some unusual angle or setting, which will carry the story over of itself. I have in mind the "Whispering Tales" of Gardner, which have been appearing in *Argosy* for a year or two past; a mere transfer of detective stories to a Mojave desert setting, and extremely popular. In this case the author knows the desert intimately, which makes his stuff all the better. I have it on good authority that at present writing he is running down a story about a deposit of alleged mermaid bones at Stovepipe Wells, which will probably turn into a detective thriller before this sees print.

AS I was writing this, Les White dropped in to see me. Les is a working detective, with honorary gold badges from here and there, and also writes detective stories and articles for the wood-pulp. He shed his gun and fingerprint slides, and settled down in a big chair and complained that just when he had "arrived" he found it hard to sell stuff.

"Exactly," I said. "You're a graduate fictioneer—you've struck the usual slump. What you writing now?"

"A novel," he said. "A novel about crooked politicians."

"Forget the novel," I told him brutally. "What you want to do is to make money to help out your salary. What were you doing down in Ensenada last week—chasing dope runners?"

He launched into a thrilling yarn about an auto wreck below the border, narcotic smugglers, and the boys from the rum fleet who fill Ensenada's seven streets on week days, before the town is brushed up for the Sunday tourist boat from San Diego. When I suggested that he quit the novel for a while and turn his own adventures into pulp fiction, he thought it over and then grabbed his gun and started for home and the typewriter, hotfoot.

Men like Les have it all over the rest of us on detective stuff, because they know the inside—and there's always an inside to every real story. However, we have it over them because we have imagination enough to make up our own stuff as we go along, and we're not held back by too much knowledge of what is done in the service and what is not done.

The rise of really organized crime within the past few years, in this country at least, has helped to affect the change in detective fiction. The criminal is no longer a lone

wolf, but part of an organized and intricate system; behind his actual crime may be anything from personal vengeance to politics. Thus, while a writer may be tempted to let his story become an adventure or crime yarn, he must keep it within detective limits by

supplying as much mystery and discovery as possible. Running down clues, with their surprising sequences, will always be popular, and the writer can go on from a simple crime to the uncovering of the whole system, and thereby benefit his story immensely.

Next month H. Bedford-Jones discusses, in rather startling fashion, the relationship between writers and editors in an article entitled "Some Reflections on the Editor"

This Myth About Pot-Boilers

BY GEORGE HUGH BANNING

Co-author, with Captain William Banning, of "Six Horses," etc.



George Hugh Banning

If I had begun to "pound out" this article with hunger in my eyes for the proverbial bacon, with my tongue in my cheek for my labors, and with an occasional pause for a laugh up the sleeve at my readers and fellow writers, then, and only then, could I regard the piece

as a "pot-boiler." To emphasize my meaning of the word, (and I believe it means the same to all writers), let me add that I may be producing hash, trash or blather, but if I am sincere while so engaged I am not constructing a pot-boiler.

Insincerity in this case, of course, would be rather contemptible, as it would not be in the case of fiction. And in this paper I shall confine myself to fiction; for if, in this field, I were able to put over a "convincing" penny dreadful, while laughing at those who might swallow it, then surely I'd have very little to be ashamed of. At least I could chuckle about it with my editor, or even with my readers, and promise more from the same pot of ink. But a "successful" pot-boiler in fiction, a real pot-boiler as defined, is, I believe, among the most difficult and hopeless tasks that have been undertaken by the scribbling race.

I have sold, to include foreign rights, some 800,000 words, mostly fiction. Of these, I should say, all but a hundred thou-

sand (a monograph with bi-products, occupying three years of my time!) have never been, and can never be, regarded as anything but rubbish—rubbish or near-rubbish sold, ostensibly at least, purely for their returns in cash. Still I am satisfied that I have never written, and could never write, a pot-boiler. And I am further convinced that few writers, if any, to include Buntline and Ingersoll in their exploitations of Buffalo Bill, have ever sniggered up their sleeves while writing salable stories.

I recall, for example, a certain very prospering "Western" writer who had never seen a cowboy off the screen, but who had been writing about them at a rate of at least fifteen full-length novels a year. Once the paper hit his threshing machine it rolled right through. He seldom looked at it again. He couldn't bear to. It was all so terrible in his own estimation that, considering his stride, one was apt to regard him without hesitation as a king-producer of pot-boilers.

It was a professor of English who mentioned him to me as a genius, not because of his prodigious output, but because he could pot-boil, he could stoop to conquer, he could knock out words by the thousands daily with the same high hat for his readers as some few cow-punchers among them were apt to have for his conceptions of the cattle trade.

I QUESTIONED the height of the hat. What did the professor know of this writer's feelings while writing?

Why, it seemed, the man himself admitted he had no feeling at all for his work. And how *could* such a chap be serious, writing that sort of rot?

I was busy at the time, turning out wild yarns of the sea, "creating" inerrable heroes, unimpeachable heroines, hard-boiled fo'c'stle eggs, strange islands, cannibals, and typhoons that sometimes blew the very whippings from the halyard ends! It thrilled me, not only because I was selling my copy and awaiting the advent of my first book from the press, but also because I was in love with my skippers' daughters, (one after another), and bent on foiling the villains that so harassed the sweet, pretty things. To accomplish all this I was laboring in the most ponderous of seas—writing, rewriting, revising, polishing, sweating and taking the work as seriously as though I were composing elegies in a country church yard.

Not that I could read with any relish at all those magazines that published my effusions. Occasionally I *tried* to read them, sometimes I found a "good story," but my taste in literature was generally far afield. It was . . . until I closed the door of my work shop, and felt the heavy shouldering of seas beneath the floor, and saw the shadow of Octopus Oswald in the companion way, and heard the scream that I knew so well! Help! I was perfectly sincere. I was serious. It was a fact that I frankly confessed to my professor friend while contemplating his idea of genius. He had never been a Grub-street quill-driver. Perhaps he didn't understand. Perhaps, however, he did; because he eyed me with evident pity and changed the subject.

But later I met his champion. We had dinner together. We sat for long before a log fire, smoking and talking. And I mentioned my chat with Dr. Bigwig—all this about pot-boilers, and genius. He guffawed. Genius! Because he wrote pot-boilers!

"But really," he went on at last, "that is all I do in fiction—the West that never was, the men that never were, the horses . . . but I do know them, and the rest be damned, for unadulterated hocus."

Hocus then it was if he said so. I hadn't read his stuff. "But," I insisted, "what I want to know is this: While you are actually pounding the keys, while your story is moving under your fingers, while your big and burly two-gun man is blazing away to save his pet colt from the rustlers or wolves or African lions, are you thinking 'hocus' at that time? Or are you getting a little kick?"

THIS chap did understand me. Kick!

Yes, from the colt, and from the two guns and everything else, to include, if I pleased, the African lions. *While he was writing* he felt that he was turning out something very grand, and genuine enough, his ambitions ranging to the heights of his ideal pulp man, Sir Walter Scott! It was only when he stopped writing and realized the extent of his crimes against nature that he could laugh off his jag and put his tongue in his cheek complacently.

In short, even he, the most remarkable demon for speed I have ever known, with a plot-mill inside of him that never stopped plotting, and with a purely commercial viewpoint insofar as he dared admit, did *not* write pot-boilers, *was* sincere while hammering out his bushelage.

Is it different in the case of any other spinner of salable yarns? Does he not "know by the feel of his story" whether it is alive or dead, to be or not to be? And is he, regardless of his hard-boiled front, not aroused by his own creation to a far, far greater extent than any of his readers can hope to be? I ask the questions, feeling rather confident of the answers. For we use the word "pot-boiler" largely and after all, not as a casual admission of what we can *stoop* to, but as a lame excuse for our abortions.

"I read your last story. What's matter? Really, old man, it was rotten!"

"Oh, just one of my pot-boilers, you know."

Thus we crawl out of it. Thus we give the impression that pot-boilers really exist. Thus we lure the aspiring amateur from his work on the Great American Novel into the mire of off-hand slipshoddishness to congest the desks of editors with dry rot past all hope. We wouldn't dare tell Mr. Artie Missfire that we are *serious* when we write such drivel; we'd rather have him think that he, too, might as well stoop for a moment of recreation and dash off a little pot-boiler.

But stooping to conquer in this business is a strenuous and a fruitless exercise. Were it not for Name, one might bid a Kipling or a Conrad rise to the level of the lowest magazine in order to hit it. But he wouldn't have to be told. Consciously or otherwise, this being his aim, he'd throw himself into the spirit of the thing. If he didn't, it is safe to predict a little blue slip: ". . . not suited to our needs at the present time."

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS ♦ ♦ PUBLISHED QUARTERLY

JUNE, 1931

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2M-10, twice monthly, 10 cents a copy; W-15, weekly, 15 cents; Q, quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around ½ cent; low rates, under ½ cent. Ind. indicates indefinite rates. Inc. indicates that our data on payment is incomplete. Editor's name is given in most cases.

LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

Aces, 220 E. 42d St., New York. (M-20) War-air novelettes on Western front 12,000 to 30,000, 3-part serials 45,000; verse. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Acc-High, 80 Lafayette St., New York. (2M-20) Western adventure, sport, short-stories 3500 to 6500, novelettes 25,000, 4-part serials 40,000. W. M. Clayton; H. A. McComas. 2c up, Acc.

Action Novels, 220 E. 42d St., New York. (Bi-M-20) Western, adventure novelettes 10,000, novels 20,000 to 30,000, American hero. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Action Stories, 220 E. 42d St., New York. (M-20) Western and adventure short-stories 4000 to 6000, novelettes 10,000 to 12,000, serials 30,000 to 45,000; verse. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Adventure, 161 6th Ave., New York. (2M-25) Adventure, Western, sea, foreign short-stories 3000 to 15,000, novelettes 15,000 to 40,000, serials 50,000 to 100,000; fillers up to 200, adventure articles, verse. A. A. Proctor. 2c up, verse 75c to \$1 line, fillers \$10 up, Acc.

Airplane Stories, 305 E. 46th St., New York. (M-25) Air action short-stories 3000 to 8000, novelettes 8000 to 10,000, serials 30,000 up. No love interest. Wm. L. Mayer. 1c up, Acc.

Air Stories, 220 E. 42d St., New York. (M-20) Aviation short-stories 4000 to 6000, novelettes 10,000 to 12,000, 3-part serials 45,000, complete novels 20,000 to 30,000. J. B. Kelly. John F. Byrne, Mng. Ed. 1c up, Acc.

Air Trails, 79 7th Ave., New York. (M-20) Thrilling air short-stories 3000 to 7000, novelettes 10,000 to 20,000, serials 40,000, occasional articles 1500, verse 4 to 6 stanzas. Paul Chadwick. 1c up, Acc.

All-Fiction Stories, 100 5th Ave., New York. (M-10) Adventure short-stories, any locale, up to 6000, novelettes up to 12,000, novels up to 25,000; soldier-of-fortune articles up to 4000; verse of the out-trails; fillers 100. Carson W. Mowre. 1½c up, Acc.

All Star Detective Stories, 80 Lafayette St., New York. (Bi-M-20) "Thriller" mystery short-stories 3000 to 6000; novelettes 10,000 to 15,000. Love interest permissible. Carl Happel. 2c up, Acc.

All-Story, 280 Broadway, New York. (2M-20) Melodramatic, thrilling love short-stories, heroine's viewpoint, 4000 to 7000, novelettes up to 15,000, serials up to 40,000; rhymed verse up to page length. Amita Fairgrieve, ed; Miss Louella F. Still, ass. ed. Good rates, Acc.

Amazing Detective Stories, 158 W. 10th St., New York. (Q-20) Orthodox detective short-stories 3000 to 8000, novelettes 10,000 to 15,000, serials 40,000 to 50,000, "New Author's Corner." Wallace R. Bamber. 1c up, Acc.

American Magazine, The, 250 Park Ave., New York. (M-25) Short-stories 3500 to 5000, serials 45,000 to 60,000, illustrated personality sketches 1000 to 1500, human-interest articles, dramatic stories of achievement 3500 to 5000. Sumner N. Blossom. First-class rates, Acc.

American Mercury, The, 730 5th Ave., New York. (M-30) Sophisticated reviews, comment, essays; serious and political articles, short-stories, sketches, verse; high literary standard. H. L. Mencken. Good rates, Acc.

Argosy Weekly, 280 Broadway, New York. (W-10) Adventure, mystery, unusual humorous short-stories 1000

to 7000, novelettes up to 20,000, serials up to 60,000, prose fillers up to 500. Don W. Moore. 1½c up, Acc.

ASTOUNDING Stories, 80 Lafayette St., New York. (M-20) Fantastic pseudo-scientific short-stories up to 9000, novelettes 20,000 to 30,000, 3 or 4-part serials 40,000 to 60,000. Love interest permitted. Harry Bates. 2c up, Acc.

Atlantic Monthly, 8 Arlington St., Boston. (M-40) Comment, reviews, essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.

Battle Aces, 205 E. 42d St., New York. (M-20) Air-war short-stories 5000 to 10,000, novelettes up to 15,000. Harry Steeger; H. S. Goldsmith. 1c up, Acc.

Battle Stories, 529 S. 7th St., Minneapolis, Minn. (M-25) War and air-war short-stories 3000 to 8000, novelettes 12,000 to 20,000, serials 35,000 to 60,000, installments of 15,000, ballad verse up to 32 lines. True front-line experience stories, first-person preferred. Roscoe Fawcett, Jack Smalley. 2 to 10c, poetry 25c line, Acc.

Black Mask, 578 Madison Ave., New York. (M-20) Detective, Western, border, short-stories 6000 to 8000, novelettes 12,000 to 15,000. Romance permissible. Joseph T. Shaw. Good rates, Acc.

Blade and Ledger, 510 N. Dearborn St., Chicago. (M-5) Clean romantic, adventure short-stories, small-town background 1000 to 3500. Wm. Fleming French. 1½ to 5c, Acc.

Blue Book, 230 Park Ave., New York. (M-25) Western, mystery, adventure short-stories, novelettes, novels. Monthly true-experience prize contests. Donald Kennicott. 2c up, Acc.

Breezy Stories, 1071 6th Ave., New York. (M-20) Sex short-stories, 2500 to 7000, novelettes 12,000 to 18,000; light verse. Cashel Pomeroy. 1c, verse 25c line, Acc.

Calgary Eye-Opener, Box 2068, Minneapolis. (M-25) Jokes, jingles, gags, wise-cracks, epigrams; humorous sketches up to 200, verse up to 60 lines; ideas for illustrations; light verse, prison, vagabond, emotional appeal. Cedric Adams; Phil Rolfsen, art ed. Humor \$3 to \$15, cartoons \$3 to \$10, verse 25c line up, Acc.

Canadian Home Journal, 71 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials, articles of interest to Canadian women up to 2500. W. Dawson. Good rates, Acc.

Chatelaine, The, 143 University Ave., Toronto, Ont., Canada. (M-10) Articles of Canadian woman interest up to 2000, short-stories 3500 to 5000, 2 to 4-part serials. Byrne Hope Sanders. 1c up, Acc.

Clues, 80 Lafayette St., New York. (M-20) Detective, crime short-stories 3000 to 6000, novelettes 20,000 to 30,000, serials 40,000 to 60,000. W. M. Clayton, Carl Happel. 2c up, Acc.

College Humor, 1050 N. La Salle St., Chicago. (M-35) Youthful modern short-stories up to 8000, novelettes, serials, general and sport articles, college-interest; sketches, jokes, humorous essays; gay verse, epigrams, art work. H. N. Swanson. First-class rates, jokes \$1, verse 50c line, Acc.

College Life, 570 7th Ave., New York. (M-25) Swift-moving, realistic short-stories, collegiate background, sex interest, 3500 to 5000; novelettes 8000 to 10,000, collegiate articles up to 1500, humorous verse, jokes, editorials, 300. N. L. Pines. 1½c up, verse 10c to 20c line, jokes 35c to 50c, Acc.

College Stories, 79 7th Ave., New York. (M-20) Collegiate short-stories, novelettes. Good rates, Acc.

Collier's, 250 Park Ave., New York. (M-5) Short-stories up to 8000, serials up to 60,000; articles on popular questions of the day 3500 to 5000, editorials. Wm. L. Cheney. First-class rates, Acc.

Columbia, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000, verse. John Donahue. 1 to 3c, Acc.

Comfort, Augusta, Me. (M-5) Short-stories 1000, articles of family interest, household miscellany. V. V. Detwiler. 1 to 3c, Acc.

Complete Detective Novel Magazine, 381 4th Ave., New York. (M-25) Detective novels 60,000 to 75,000, true tales of detective work 1000 to 2500; short-stories up to 5000. Joseph Cox. 1c, Acc.

Complete Stories, 79 7th Ave., New York. (2M-20) Western, adventure short-stories, novelettes, novels up to 50,000, verse. Edmund C. Richards. 1½ to 2c, Acc.

Cosmopolitan (Hearst's International combined with), 57th St. and 8th Ave., New York. (M-35) Short-stories 5000; short-shorts 1000 to 1500, unusual light love, humorous themes; articles, personal experience, 4000 to 5000. Ray Long. First-class rates, Acc.

Country Gentlemen, The, Independence Sq., Philadelphia. (M-5) Short-stories, serials, articles of interest to rural readers; humorous sketches, jokes, agricultural and household articles. Miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.

Cowboy Stories, 80 Lafayette St., New York. (M-20) Cowboy, rangeland short-stories 3000 to 6000, novelettes 25,000, 2-part stories 14,000 to 18,000. W. M. Clayton; H. A. McComas. 2c up, Acc.

Cupid's Diary, 100 5th Ave., New York. (2-M-20) Sentimental love short-stories, girl's viewpoint 4000 to 7000, novelettes 10,000 to 15,000, serials 40,000 to 60,000, lyrics 8 to 16 lines. Helen MacVichie. 1 to 2c, Acc.

D. A. C. News, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous sketches up to 1500, verse. Chas. A. Hughes. First-class rates, Acc.

Dance Magazine, The, 570 7th Ave., New York. (M-35) Articles on any branch of musical show business 2500. Paul R. Milton; Harold Hersey, publisher. 1c, Acc.

Delineator, 161 6th Ave., New York. (M-10) Dramatic, human short-stories 5000, serials, articles. Oscar Graeve. First-class rates, Acc.

Detective Action, 205 E. 42d St., New York. (M) Action-mystery, detective short-stories 3000 to 10,000, novelettes 15,000. Harry Steeger, H. S. Goldsmith. 1c up, Acc.

Detective Book, 220 E. 42d St., New York. (M-20) Detective novels, crime articles, short-stories. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Detective Classics, 220 E. 42d St., New York. (M-20) Crime, detective short-stories, novelettes. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Detective Fiction Weekly, 280 Broadway, New York. (W-10) Detective articles, short-stories, novelettes, serials. Howard V. Bloomfield. Good rates, Acc.

Detective Story Magazine, 79 7th Ave., New York. (W-15) Detective and mystery short-stories up to 5000, novelettes up to 25,000, serials up to 80,000, 12,000-word installments, articles on crime, etc., 300 to 2500. F. E. Blackwell; Dorothy Hubbard, associate Ed. Good rates, Acc.

Dream World, 1926 Broadway, New York. (M-25) First-person short-stories 5000, serials 25,000 to 50,000, verse, of love and romance. Helen J. Day. 2c, verse 50c line, Acc.

Elks Magazine, 50 E. 42nd St., New York. (M-20) Articles, short-stories 5000 to 10,000, serials up to 50,000. Short short-stories. Joseph T. Fanning. First-class rates, Acc.

Far East Adventure Stories, 158 W. 10th St., New York. (Q-20) Adventure fiction laid in Orient, Philippines, South Sea Islands, etc. Short-stories 3000 to 9000; novelettes 9000 to 25,000; 2-part stories 30,000. "New Authors' Corner." Wallace R. Bamber. 1c up, Acc.

Farmer's Wife, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories, short serials, verse. F. W. Beckman, Mng. Ed. 1c up, Acc.

Fight Stories, 220 E. 42d St., New York. (M-20) Action stories of the prize ring, short-stories 3000 to 6000, novelettes 10,000 to 30,000, serials 30,000 to 45,000. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Film Fun, 100 5th Ave., New York. (M-20) Collegiate jokes, quips, epigrams up to 300, humorous verse. Lester Grady. Short text 3c word up; verse 50c up line; jokes, quips \$1.50 up, Acc.

Five Novels Monthly, 80 Lafayette St., New York. (M-25) Western, adventure, sport, mystery, romantic novels 25,000, strong love interest essential. W. M. Clayton; John Burr. 2c up, Acc.

Foreign Service, Memorial Bldg., Kansas City, Mo. (M) Short-stories, articles of interest to overseas men up to 2500. Illustrations. Barney Yanofsky. 2c up, Acc.

Forum, 441 Lexington Ave., New York. (M-40) Controversial articles, essays, "first" short-stories 2000 to 3000, serials. Henry Goddard Leach. Good rates, Acc.

Frontier Stories, 220 E. 42d St., New York. (M-20) Old West short-stories 4000 to 6000, novelettes 10,000 to 12,000, novels 20,000 to 30,000, serials 30,000 to 45,000; Old West fact articles, verse. J. B. Kelly; John F. Byrne, Mng. Ed. 1c up, Acc.

Gangland Stories, 570 7th Ave., New York. (Bi-M-25) Gang short-stories, novelettes, 5000 up. Harold Hersey. Up to 1c, Acc.

Gangster Stories, 570 7th Ave., New York. (M-25) Crime and gangster short-stories 5000 up, novelettes 25,000 to 30,000, novels 35,000 to 60,000. Harold Hersey. Up to 1c, Acc.

Gang World, 205 E. 42d St., New York. (M) Underworld, crime short-stories 5000 to 10,000, feature articles, novelettes up to 15,000. Harry Steeger, H. S. Goldsmith. 1c up, Acc.

Ghost Stories, 570 7th Ave., New York. (M-25) Articles, short-stories, serials, dealing with occult and supernatural. Dan Wheeler; Harold Hersey, Pub. 1c up, Acc.

Good Housekeeping, 56th St. and 8th Ave., New York. (M-25) Articles on women's and household interests; short-stories, serials, verse. W. F. Bigelow. First-class rates, Acc.

Gun Molls, 305 E. 46th St., New York. (M-20) Gangster short-stories 3000 to 10,000; novelettes 10,000 to 30,000. Wm. L. Mayer. 1c, Acc.

Harper's Bazar, 56th St. and 8th Ave., New York. (M-50) Society and women's interests, short-stories, serials. Charles Hanson Towne. Good rates, Acc.

Harper's Magazine, 49 E. 33d St., New York. (M-40) Human interest articles, essays, short-stories 4000 to 7000, serials up to 60,000, verse, high literary standard. Thomas B. Wells. First-class rates, Acc.

Holiday, Chrysler Bldg., New York. (M-10) Human-interest articles of holiday interest at home and abroad up to 1500. 3 to 7c, Acc. (Overstocked.)

Holland's, The Magazine of the South, Main and Race Sts., Dallas, Texas. (M-10) Articles of interest to South 2000 to 5000, short-stories 3000 up, serials 60,000 up; verse, children's stories. Martha Stipe. 1½c up, verse 50c line, photos \$2.50 up, Acc.

Hollywood Romances, 100 5th Ave., New York. (M-20) Romantic fiction, Hollywood background; short-stories, novelettes, features. Good rates, Acc.

Home Magazine, The, 55 5th Ave., New York. (M-10) Domestic and love short-stories 1000 to 2000, home service articles 1500, first-person true life dramas, short rhymed verse. Agnes Smith. 2c, usually Acc.

Household Magazine, 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories under 1000, also 2500 to 5000, serials 30,000 to 40,000, verse usually under 20 lines, hints. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.

"I Confess," 100 5th Ave., New York. (M-15) Emotional, confessional, first-person short-stories 2500 to 5000, serials 10,000 to 30,000. Jean Boord. 1 to 2c, Acc.

Illustrated Detective Magazine, 55 5th Ave., New York. (M-10) Detective novels 60,000 up; short crime stories with photos. Kenneth Hutchinson. 2c, Acc.

Illustrated Love Magazine, 55 5th Ave., New York. (M-10) Love short-stories up to 4000, serials 25,000 to 30,000, articles on love and social problems of young people. Elsie K. Frank. 3c up, Acc.

Jungle Stories, 80 Lafayette St., New York. (Bi-M) Projected Clayton magazine, using adventure fiction, strange foreign settings. Good rates, Acc.

Ladies' Home Journal, Independence Sq., Philadelphia. (M-10) Articles usually arranged for. Short-stories 2000 up, serials up to 70,000; verse. Loring A. Schuler. First-class rates, Acc.

Lariat Story Magazine, The, 220 E. 42d St., New York. (M-20) Cowboy short-stories 4000 to 6000, novels 30,000, serials 30,000 to 45,000, verse. J. B. Kelly. 1c up, Acc.

Liberty, 1926 Broadway, New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000, timely human-interest articles. Shepard Butler. First-class rates, Acc. Short-stories under 1000, \$100 each.

Life, 60 E. 42d St., New York. (W-10) Humor in verse, skits, epigrams, sketches. F. B. Mallory. First-class rates, jokes up to \$5, Acc.

Lively Stories, 71 W. 45th St., New York. (M) Sex short-stories, feminine viewpoint, up to 5000, novelettes up to 12,000, verse. Rose M. Shipman. Up to 1½, Acc.

Love Romances, 220 E. 42d St., New York. (M-20) Strongly plotted, human love stories 3000 to 6000, novelettes 10,000 to 12,000, novels 30,000, 3-part serials 30,000 to 45,000; no first-person stories. Harriet A. Bradfield. 1c up, Acc.

Love Story Magazine, 79 7th Ave., New York. (W-15) Thoroughly modern love short-stories 2500 to 6000, novelettes 10,000; 2 to 6-part serials, installments of 12,000; verse up to 16 lines. Miss Daisy Bacon. 1c up, Acc.

MacLean's Magazine, 143 University Ave., Toronto, Ont., Canada. (2-M-10) Articles on Canadian subjects, short-stories up to 5000, serials 30,000 to 65,000. H. Napier Moore. 1c up, Acc.

Master Detective, The, 1926 Broadway, New York. (M-25) True detective and crime stories, outstanding cases, illustrated by photos, with official by-line. Alan Hynd. 2c, extra for photos, Acc.

McCall's Magazine, 230 Park Ave., New York. (M-10) General and household interests; provocative articles 1500 to 3000, short-stories 2500 to 6000, serials. Otis L. Wiese. First-class rates, Acc.

Miracle, Science and Fantasy Stories, 570 7th Ave., New York. (Bi-M-20) Short-stories, novelettes, futuristic, pseudo-science type. Harold Hersey. 1c up, Acc. (Overstocked.)

Modern Romances, 100 5th Ave., New York. (M-10) True-confession, first-person short-stories up to 6000; complete novels up to 40,000; serials 35,000 to 40,000; short shorts under 1200. Lyon Mearson. Up to 2c, Acc.

Murder Stories, 570 7th Ave., New York. (Bi-M-20) Detective short-stories, novelettes 15,000 to 25,000, based on murder plots. Harold Hersey. 1c up, Acc.

National Geographic Magazine, 1156 16th St., N. W., Washington, D. C. (M-50) Authoritative travel articles, illustrated. Popular articles on scientific research accompanied by human-interest photos. Gilbert Grosvenor. First-class rates, Acc.

New Yorker, The, 25 W. 45th St., New York. (W-15) Humorous, satirical articles, sketches up to 2000; clever verse, fillers. Good rates, Acc.

New York Magazine Program, 108 Wooster St., New York. (W) Short-stories 800 to 1000. Verse, fillers, jokes. Barbara Blake. 5c, Acc. (Overstocked.)

North-West Stories, 220 E. 42d St., New York. (M-20) Snow country, rangeland fast-moving action short-stories up to 6000, novelettes 20,000 to 30,000, 3-part serials 30,000 to 45,000. Sympathetic element required; verse. J. B. Kelly; John P. Byrne, Mng. Ed. 1c up, Acc.

Outlaws of the West, 570 7th Ave., New York. (Bi-M-25) Western short-stories, novelettes, serials. Harold Hersey. Up to 1c, Acc.

Outlook, 120 E. 16th St., New York. (W-15) Comment, reviews, timely articles, largely staff-written. Francis R. Bellamy. Good rates, Acc.

Parent's Magazine, The, 255 4th Ave., New York. (M-25) Articles on family relationships, child care, training, health, education, 2500 to 3000; short-stories dealing with family relationships from psychological angle; verse not over 30 lines; jokes, pointers for parents, recipes, games, etc. Clara Savage Littledale. 1c, Acc.; jokes, etc., \$1 each, Pub.

Pennac, The, Penn Athletic Club, Philadelphia. (M-25) Sports, outdoor articles, storyettes, humor 1000 to 1500. W. F. Kelly, Mng. Ed. 1½ up, photos \$1 up, Acc.

Pictorial Review, 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; action, drama, problem short-stories, novelettes, serials, verse. Percy Waxman. First-class rates, Acc.

Popular Magazine, 79 7th Ave., New York. (M-25) Romantic adventure, mystery, humor, business, Western short-stories 5000 to 9000, novelettes 30,000, serials 70,000, masculine appeal. Richard Merrifield. Good rates, Acc.

Racketeer Stories, 570 7th Ave., New York. (Bi-M-25) Gang short-stories 5000 up, novelettes 10,000 to 20,000, novels 25,000 to 30,000. Harold Hersey. Up to 1c, Acc.

Railroad Man's Magazine, 280 Broadway, New York. (M) Railroad short-stories 3000 to 8000, novelettes 10,000, serials 50,000 up. Railroad articles 2000 to 3000; verse, miscellany, photos; true experiences of railroad men 500 to 1500. Freeman H. Hubbard. Good rates, Acc.

Ranch Romances, 80 Lafayette St., New York. (2-M-20) Western love short-stories 4000 to 9000, novelettes 30,000

to 35,000, serials 60,000 to 70,000; Western fillers 100 to 500; Western love verse. Miss Fanny Ellsworth. 2c up, verse 25c, Acc.

Rangeland Love Story Magazine, 80 Lafayette St., New York. (M-20) Western love short-stories 5000 to 10,000, novelettes 30,000 to 35,000, serials 40,000 to 60,000. Verse, Western fact items 100 to 500. W. M. Clayton; Miss Fanny Ellsworth. 2c up, verse 25c line, Acc.

Real Detective Magazine, 1050 N. LaSalle St., Chicago. (M-25) True illustrated crime and detective, police, gangster articles, exposes 3000 to 30,000, photos. Edwin Baird. About 1½c, photos \$3, Acc.

Real Love Magazine, 79 7th Ave., New York. (2M-20) Confession type first-person love stories. Daisy Bacon. Good rates, Acc.

Redbook, 230 Park Ave., New York. (M-25) Short-stories, serials, feature articles. Edwin Balmer. First-class rates, Acc.

Review of Reviews, 55 5th Ave., New York. (M-35) Articles on politics, economics, national problems, travel. Albert Shaw. 2c up, Acc.

Riders of the Range, 570 7th Ave., New York. (Bi-M-20) Western love short-stories 5000 to 8000, novelettes 15,000 to 25,000. Harold Hersey. 1c up, Acc.

Rotarian, The, 211 W. Wacker Drive, Chicago. (M-25) Gripping, human-interest articles, essays, short-stories 1500 to 1800, verse. Emerson Gause. First-class rates, Acc.

Saturday Evening Post, The, Independence Sq., Philadelphia. (W-5) Articles on timely topics 4000 to 5000, short-stories 5000 to 7500, serials up to 90,000; humorous verse, skits. Geo. Horace Lorimer. First-class rates, Acc.

Scribner's Magazine, 597 5th Ave., New York. (M-35) Critical and interpretive articles 1000 to 7000; short-stories up to 5000; novelettes 15,000 to 35,000; little verse. Alfred Dashiell, Mng. Ed. Good rates, Acc.

Shadow, 79 7th Ave., New York. Projected Street & Smith magazine. Mystery short-stories, novelettes 35,000. Lon Murray. 1c, Acc.

Short Stories, Garden City, New York. (2M-25) Adventure short-stories up to 6000, novelettes 10,000 to 12,000, also 25,000, serials 30,000 to 75,000, outdoor fillers 50 to 500. Roy de S. Horn; Fredrick Clayton, Associate. Good rates, Acc.

Smokehouse Monthly, 529 S. 7th St., Minneapolis, Minn. (M-25) Jokes, wisecracks, cartoon suggestions, epigrams, ballads. W. H. Fawcett; C. H. Wheeler, associate. Jokes \$1 to \$5, verse 25c line, Acc.

Snappy Magazine, 570 7th Ave., New York. (M) Short snappy, sexy stories 1000 to 2500, 3-part serials 7500 to 9000. Alexander Samahman. 1c, Acc.

Soldiers of Fortune, 80 Lafayette St., New York. (Bi-M) Historical, swashbuckling adventure short-stories up to 9000, novelettes 22,000 to 28,000. Harry Bates. 2c, Acc.

Speakeasy Stories, 570 7th Ave., New York. (Bi-M-20) Clean, exciting stories of the underworld based on the side of the law. Harold Hersey. 1c up, Acc.

Sport Story Magazine, 79 7th Ave., New York. (2M-15) Competitive sport short-stories up to 6000, novelettes up to 10,000. Lon Murray. Good rates, Acc.

Spur, The, 425 5th Ave., New York. (2M-50) Sport, travel, art, personalities, humor, verse. H. S. Adams. Good rates, Acc.

Star Magazine, Garden City, L. I., N. Y. (M-20) Adventure, exciting mystery short-stories up to 6000, novelettes 10,000, novels 20,000 to 25,000, serials 30,000 to 75,000, woman interest permissible. Roy de S. Horn. Good rates, Acc.

Startling Detective Adventures, 529 S. 7th St., Minneapolis, Minn. (M) True detective stories, solved cases dealing with unusual crimes, shorts up to 6000, 2-part stories 10,000. John J. Green. 2c, photos \$5, Acc.

Strange Stories, 80 Lafayette St., New York. (Bi-M) Weird, occult, supernatural fiction. Harry Bates. Good rates, Acc.

Sweetheart Stories, 100 5th Ave., New York. (2M-15) Love short-stories 6000 to 8000, novelettes 10,000 to 15,000, serials 20,000 to 35,000, verse 4 to 16 lines. Dorothy Grinnell. 1c to 2c, verse 25c line, Acc.

Thinker, The, 49 W. 45th St., New York. (M-25) Authoritative articles on modern thought-trends. Prefers query. Wm. H. Kofoid. Good rates, Acc.

Top-Notch Magazine, 79 7th Ave., New York. (2M-15) Western, sport, mystery, detective short-stories up to 5000, serials up to 35,000; verse up to 32 lines. Ronald Oliphant. Good rates, Acc.

Triple-X-Western, 529 S. 7th St., Minneapolis, Minn. (M-25) Western short-stories up to 5000, novelettes 15,000 to 20,000, serials with thread of romance 45,000 to 60,000. Roscoe Fawcett; Jack Smalley. 1½c, Acc.

True Confessions, 529 S. 7th St., Minneapolis, Minn. (M-25) First-person, confession short-stories up to 5000, serials up to 15,000; articles on marriage divorce; short love poems. Roscoe Fawcett. 2c, verse 25c line, Acc.

True Detective Mysteries, 1926 Broadway, New York. (M-25) True fact detective and crime stories with actual photos, preferably under by-line of detective or police official, 2000 to 7000, serials 15,000 to 40,000. John Shuttleworth. 2c, Acc.

True Experiences, 1926 Broadway, New York. (M-25) First-person love, romantic short-stories 5000, serials 25,000 to 50,000. Eleanor Minne. 2c, Acc.

True Romances, 1926 Broadway, New York. (M-25) First-person short-stories 1000 to 8000 based on truth; true-story serials 30,000 to 60,000. 2c, Acc.

True Story Magazine, 1926 Broadway, New York. (M-25) True, confessional, first-person short-stories 5000, serials 25,000 to 50,000, jokes. L. M. Hainer, 2c, jokes, \$2 up, Acc.

Vanity Fair, 420 Lexington Ave., New York. (M-35) Satirical articles, essays on modern life 500 to 2000; light vers de societe, jokes on social themes. F. W. Crowninshield. Articles \$90 up, verse \$1 line, jokes \$5 to \$10, Acc.

Vogue, 420 Lexington Ave., New York (2M-35) Limited market for articles on smart women's interests. Edna W. Chase. 1c up, Acc.

War Aces, 100 5th Ave., New York. (M-20) Air-war action short-stories up to 6000, novelettes up to 12,000, serials up to 25,000; articles on air-war topics 4000. C. W. Mowre. 2c up, Acc.

War Birds, 100 5th Ave., New York. (M-20) Western front air-war short-stories 3000 to 10,000, novelettes 12,000 to 25,000. Fact items 300. Carson W. Mowre. 2c, Acc.

War Stories, 100 5th Ave., New York. (M-20) War (all fronts) short-stories 3000 to 6000, novelettes 10,000 to 15,000, complete novels 25,000 to 35,000; woman interest permissible. A. H. Bittner. 1c up, Acc.

West, Garden City, New York. (2M-20) Western and Northwestern stories 2000 to 6000, novelettes 10,000 to 12,000, also 25,000, serials 45,000 to 65,000; verse up to 20 lines. Roy de S. Horn. Good rates, Acc.

Western Love Stories, 80 Lafayette St., New York. (Bi-M-20) Western love short-stories, novelettes 12,000 to 20,000, complete novels, verse. Fanny Ellsworth. 2c, Acc.

Western Rangers, 205 E. 42d St., New York. (M-20) Western character and action short-stories 3000 to 10,000, novelettes 12,000 to 25,000. Harry Steeger, H. S. Goldsmith. 1c up, Acc.

Western Romances, 100 5th Ave., New York. (M-20) Western short-stories, motivated by romance, up to 7000, novelettes up to 15,000, novels 25,000, verse. Wanda von Kettler. 1½c up, Acc.

Western Story Magazine, 79 7th Ave., New York. (W-15) Western short-stories up to 5000, novelettes up to 25,000, serials 12,000-word installments; articles on Old West up to 2500; verse. F. E. Blackwell; D. C. Hubbard, associate. Good rates, Acc.

Westland Love Magazine, 71 W. 45th St., New York. (M) Glamorous Western love short-stories up to 7000, novelettes up to 35,000; Western love verse. Rose M. Shipman. Up to 2c, Acc.

Whiz Bang, 592 S. 7th St., Minneapolis, Minn. (M-25) Jokes, epigrams, humorous rural editorials, ballads up to 64 lines, cartoon suggestions. W. H. Fawcett; C. H. Wheeler, associate. Jokes \$1 to \$5, verse 25c line, Acc.

Wild West Stories and Complete Novel Magazine, 381 4th Ave., New York. (M-25) Western novels 60,000 to 70,000, short-stories up to 5000. Joseph Cox. 1c, Acc.

Wild West Weekly, 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000. Ronald Oliphant. Good rates, Acc.

Wings, 220 E. 42d St., New York. (M-20) Aviation short-stories 4000 to 6000, novelettes 10,000 to 12,000, serials 30,000 to 45,000; complete novels up to 30,000. J. B. Kelly. 1c up, Acc.

Woman's Home Companion, 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500 to 6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

Woman's World, 4223 W. Lake St., Chicago. (M-5) Articles on woman's interests 1000 to 2000; adventure, humor and romance in short-stories 1500 to 5500, serials 40,000 to 50,000, short verse, jokes. Cora F. Saunders. Good rates, Acc.

World's Work, Garden City, New York. (M-35) Authoritative articles on timely topics up to 4000. Russell Doubleday. Good rates, Acc.

Young's Magazine, 1071 6th Ave., New York. (M-20) Sex short-stories 2000 to 7000, novelettes 12,000 to 18,000. Cashel Pomeroy. 1c, Acc.

Young Men, 347 Madison Ave., New York. (M-20) Y. M. C. A. publication. Articles on life problems, young men's interests, personality sketches, 2000 to 2500. Prefers query. F. G. Weaver. 1c up, Acc.

Zoom, 570 7th Ave., New York. (Bi-M-20) Air short-stories, novelettes. Harold Hersey. 1c up, Acc. (Overstocked.)

LIST B

General periodicals which ordinarily pay less than 1 cent a word, or pay on publication, or which are chronically overstocked, or which offer a very limited market, or concerning which no definite information has been obtainable.

Abbott's Magazine, 3435 Indiana Ave., Chicago. (M-25) Feature articles on negroes, general subjects 3000 to 4000; short-stories 4000 to 5000; miscellany. Buys chiefly through literary agents. Lucius C. Harper. ½c, Pub.

Asia, 468 4th Ave., New York. (M-35) Articles on oriental life and thought interpreted in human terms; Russia and Africa included. Marietta Neff, Gertrude Emerson. Fair rates, Pub.

Amazing Stories, 381 4th Ave., New York. (M-25) (also **Amazing Stories Quarterly**) Short-stories based on science with thread of romance 5000 to 20,000 words, novelettes 20,000 to 50,000. Scientific verse up to 40 lines. Miriam Bourne. ½c up, verse 25c line, Acc.

American Cookery, 221 Columbus Ave., Boston 17. (M) Short articles on domestic science 2000 to 3000, essays 1000 to 2500, short stories 1000 to 3000. 1c up, Acc.

American Hebrew, 71 W. 47th St., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, dramatic storyettes 750 to 1000, occasional novelettes, serials. Isaac Landman; Elias Lieberman, literary Ed. ½c up, photos \$1 up, Pub.

American Legion Monthly, 521 5th Ave., New York. (M-25) Closed market. J. T. Winterich.

American Monthly and Germanic Review, The, 93 5th Ave., New York. (M-25) Articles on international policies 2000 to 4000. D. Maier. Ind.

American Weekly, The, 9 E. 40th St., New York. (W) Hearst newspaper feature section. Typical feature articles, illustrated. Serials usually by contract. Morrill Goddard. Ind., Acc.

Atlantica, 33 W. 70th St., New York. (M-35) Articles of interest to Italians in American scene, photos, short-stories 1500 to 2400. Dr. F. Cassola. ½c, Acc.

Ballyhoo, 100 5th Ave., New York. Projected humor magazine of Dell Pub. Co. Norman Anthony. Not yet in the market.

Best Detective Magazine, 79 7th Ave., New York. (M) Not at present in the market. F. E. Blackwell.

B'nai B'rith Magazine, 70 Electric Bldg., Cincinnati, Ohio. (M) Jewish articles, essays, short-stories up to 3000; interviews. Alfred M. Cohen. 1c up, Pub.

Bookman, The, 386 4th Ave., New York. (M-50) General and literary articles, essays, distinctive short-stories. Seward Collins. Good rates, Acc. (Overstocked.)

Borzart and Contemporary Verse, Oglethorpe University, Ga. (Bi-M-40) Distinctive poetry, book reviews. Mary Brent Whiteside. Prices.

Broadway Nights, 305 E. 46th St., New York. (M-25) Sexy, breezy short-stories, Broadway locale, 1500 to 3000, serials 5000 to 6000. 1c, Pub.

Canadian Magazine, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Acc.

Chicagoan, The, 407 S. Dearborn St., Chicago. (2M-15) Articles of interest to sophisticated Chicagoans up to 1000. Martin J. Quigley. Good rates, Pub.

Chicago Daily News, The, 400 W. Madison St., Chicago. (D-3) storyettes with woman interest 700 to 2000, articles of woman interest up to 1500. James A. Sanaker, feature Ed. 1c up, Pub.

Christian Science Monitor, Boston. (D-5) Sketches, essays, articles 750 to 1500; verse, miscellany. Juvenile fiction, articles. About 50c inch, verse 35c to 50c line, Pub.

Circus Scrap Book, The, 41 Woodlawn Ave., Jersey City, N. J. (Q-35) Circus history, lives of circus performers, scrap books, clippings, news items, photos dealing with the circus prior to 1900. F. P. Pitzer. 1/2c up, Acc.

Contemporary Vision, 259 S. 44th St., Philadelphia. (Q-25) High-class poetry; articles on poetry 500, poetry book reviews 150. Lucia Trent, Ralph Cheyney. 25c line, Pub. Occasional contests.

Complete Gang Novel, Myrick Bldg., Springfield, Mass. (M) Crime novels 35,000, short-stories. Low rates, Pub.

Courtroom Stories, 570 Seventh Ave., New York. Mystery novels, scene laid in courtroom, usually written to order. Harold Hersey. Good rates, Acc.

Current History Magazine, 229 W. 43d St., New York. (M-25) Impartial, objective, authoritative articles dealing with political, economic, social, cultural events, developments, written as chapters of contemporary history, 3000. George W. Ochs Oakes. 2c or by arrangement, Pub.

Debunker, The, Girard, Kans. (M-20) "Debunking" articles up to 3000. E. Haldeman-Julius. Low rates, Acc.

Detective-Dragnet, 67 W. 44th St., New York. (M-20) Detective, crook short-stories, woman interest, 4000 to 600, novelettes up to 18,000. A. A. Wyn. 1 to 2c, Pub.

Everyday Life, 337 W. Madison Ave., Chicago. (M) Love mystery, humorous short-stories 1500 to 2500. A. E. Swett. Up to 1/2c, Acc. or Pub.

Family Herald and Weekly Star, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordon-Smith. \$4 column, Pub.

Far West Stories, 79 7th Ave., New York. (M-20) Not in the market. F. E. Blackwell.

Flying Aces, 67 W. 44th St., New York. (M-20) Air and air-war short-stories 3000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Frolics, 305 E. 46th St., New York. (M-25) Sexy, supposedly serious short-stories 2300 to 2500, 3-part stories 3000 each part. 1/2c, Pub.

Gay Parisienne, 143 W. 20th St., New York. (M) Sex fiction. French locale. Marianne Marle. 1/2c, verse 15c line, Pub. (Slow.)

Gentlewoman, 615 W. 43d St., New York. (M-5) Love and action short-stories small-town home-woman appeal, up to 300. Marion White. 1/2c, Pub.

Ginger Stories, 305 E. 46th St., New York. (M-25) Light, snappy, peppy humorous short-stories 2300 to 2500. 1/2c, Pub.

Golden Book, The, 55 5th Ave., New York. (M-25) Principally reprints, translations of short foreign stories and poetry. F. Field and R. Rockafellow. 1c, Acc.

Good Stories, Augusta Maine. (M-5) Short-stories. G. M. Lord. Low rates, Pub.

Grit, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1500 to 5000; articles, with art 1800 to 2500; household articles, short illustrated stories for women's and children's pages. Howard R. Davis, \$3.50 to \$10 per short-story, articles \$1.50 to \$20, photos \$1 to \$1.50, Acc.

Home Circle Magazine, 327 E. Caldwell St., Louisville, Ky. (M-5) Clean romantic short-stories 3500 to 5000. John H. Sutcliffe. 1/2c up, Pub. (Overstocked.)

Home Digest, 7310 Woodward Ave., Detroit. (Bi-M-10) Home, domestic and outdoor articles, features about famous people, 1000; meatless recipes, household hints. Short-stories 800 to 1000; verse. M. Allen Neff. 2c, verse \$5, photos \$2 to \$5, Pub.

Home Friend Magazine, 1411 Wyandotte St., Kansas City. (M-5) Romantic short-stories 5000, jokes, verse. E. A. Weishaar. 1/2c to 1c, verse 15c line, jokes 25c to \$1, photos \$1.50 to \$3, Acc.

Homemaker, 401 Scott St., Little Rock, Ark. (M-10) Household miscellany; short-stories up to 3000; two-part stories 5000. Mrs. F. B. Cotnam. Low rates, Pub.

Household Guest, 323 S. Peoria St., Chicago. (M-5) Adventure, romantic, humorous short-stories under 1000, also 1600 to 2800. Household and miscellaneous articles for homemakers in small towns. Mary H. McGovern. 1/2c up, Acc.

Household Journal, Batavia, Ill. (M-5) Short-stories. \$5 a story, Pub.

Houston Gargoyle, The, 823 Merchants and Mrs. Bldg., Houston, Texas. (W-15) Sophisticated articles, essays, skits, short-stories, smart verse. Allen V. Peden. 1/2c, verse 2c, Pub.

Illustrated Home Sewing Magazine, 55 W. 42d St., New York. (M-10) Illustrated needlework articles. Reprint rights. Ruth W. Spears. Ind., Acc.

Interludes, 2917 Erdman Ave., Baltimore, Md. (Q-25) Poems up to 30 lines, literary essays, short-stories up to 1200; prose poems. Wm. James Price. Prizes only.

Jewish Tribune, The, 570 7th Ave., New York. (W-10 and M-25) Articles of Jewish interest, personality stories, 1500 to 2000, short-stories 2000 to 2500, verse up to 25 lines, photos. David N. Mosessohn. Up to 1c, Pub.

Journal of American Poetry, 5 Camp Green Ave., Charlotte, N. C. Poetry, critical articles, reviews. Alice McFarland. No payment.

Judge, 18 E. 48th St., New York. (W-15) Jokes, epigrams, humorous short-stories, articles up to 300, verse, drawings. Jack Shuttleworth. 5 to 6c, jokes and paragraphs \$3 to \$5, drawings \$10 to \$75, cartoon and humorous ideas \$5 to \$15, Pub.

Kaleidoscope, a National Magazine of Poetry, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices, etc. Whitney Montgomery; Vaida Montgomery. Prizes.

La Patee Stories, 143 W. 20th St., New York. (M) Sex fiction. French locale. Merle W. Hersey. 1/2c, verse 15c line, Pub. (Slow.)

Living Age, The, 253 Broadway, New York. (2M-25) Translations and reprints only. Quincy Howe.

Man Stories, 537 S. Dearborn St., Chicago. (M-25) Adventure short-stories. Samuel Bierman. 1c, Pub.

Mayfair, 143 University Ave., Toronto, Ont. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.

Menorah Journal, The, 63 Fifth Ave., New York. (M-50) Jewish short-stories, one-act plays, essays. Henry Hurwitz. 2c up, Pub.

Midland, The, 801 Monadnock Bldg., Chicago. (M) Short-stories, essays, verse, high literary quality. No payment.

Mind Magic Magazine, 1008 W. York St., New York. (M) Articles on psychic experiences, ouija-board, yoga, astrology, etc., up to 1500. G. R. Bay. 1c up, Pub.

Mother's-Home Life, 315 S. Peoria St., Chicago. (M-5) Short-stories 2000, household articles 1000, miscellany, departmental material. Mary H. McGovern. 1/2c up, Acc.

Mystic World, 527 S. Clark St., Chicago. (M-25) Mystical, occult fact and fiction. Ross K. New. No payment.

Nation, The, 20 Vesey St., New York. (M-15) Reviews, comment, news features 1800, verse. Oswald G. Villard. 1c, Pub.

National Magazine, 952 Dorchester Ave., Boston. (M-25) Limited market. Joe Mitchell Chapple. Ind., Pub.

New Republic, The, 421 W. 21st St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500, exceptional verse. Bruce Bliven. 2c, Pub.

North American Review, 9 E. 37th St., New York. (M-40) Clever, authoritative informative articles 2500, understereotyped short-stories, occasional verse. John Peel. Low rates, Pub.

Occult Digest, The, 1900 N. Clark St., Chicago. (M-25) Occult fact and fiction. Effa E. Danelson. No payment.

Opportunity, A Journal of Negro Life, 1133 Broadway, New York. (M) Short-stories, articles, poetry; negro life and problems. Elmer Anderson Carter. No payment.

Oriental Stories, 840 N. Michigan Ave., Chicago. (Q-25) Action-adventure fiction, Asiatic, Near East and Oriental locale; burning love stories of the Orient; short-stories, novelettes up to 18,000. Farnsworth Wright. 1c, Pub.

Our Army, 160 Jay St., Brooklyn, N. Y. (M) Fiction and articles of interest to army men. Ind.

Our Dumb Animals, 180 Longwood Ave., Boston. (M-10) Animal welfare articles up to 800, verse up to 24 lines. Guy Richardson. 1/2c up, poems \$1 up, Acc.

Overland Monthly, Phelen Bldg., San Francisco. Articles, Western interest, short-stories, verse. No payment.

Paris Nights, 2615 Washington St., Wilmington, Del. (M-25) Gay short-stories, Parisian background, 1500 to 3000, articles about gay side of Paris, verse up to 16 lines, jokes. Pierre Dumont. 1/2c, verse 15c line, jokes 50c, paragraphs 35c, photos \$3 up, Pub.

Pep Stories, 305 E. 46th St., New York. (M-25) Light, snappy, peppy, humorous, sexy short-stories 2000 to 2800, 3-part stories, installments of 3000. 1c, Pub.

Playgoer, 134 N. LaSalle St., Chicago. (W-5) Outdoor, love, domestic short-stories 300 to 1000, theatre articles 300 to 1000, occasional verse, editorials 300 to 500, news items. Emery Brugh. 1c up, Pub.

Poetry: A Magazine of Verse, 232 E. Erie St., Chicago. (M-25) High-class verse up to 200 lines. Harriet Monroe. \$6 page of 28 lines. Pub.

Popular Poetry, 22 E. 12th St., Cincinnati, O. (M) 4 to 16-line verse. M. M. Conlon. Ind., Acc.

Psychology, 101 W. 31st St., New York. (M-25) Applied psychology, inspirational, success articles 600 to 700, also up to 3500, verse. Miss Kaye Wheeler. 1c, Pub.

Sky Birds, 67 W. 44th St., New York. (M-20) Air and air-war short-stories 3000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Spicy Stories, 305 E. 46th St., New York. (M-25) Light, snappy, humorous, sexy short-stories 2000 to 2800, 3-part serials 3000 each installment. 1c, Pub.

Stars and Stripes, The, Washington, D. C. (M) Articles on soldiers' interests. Generally overstocked.

Tattler and American Sketch, The, 331 Madison Ave., New York. (M) Satires, burlesques with social slant. J. C. Schenm. 1c, Pub.

10 Story Book, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub.

Town Topics, 2 W. 45th St., New York. (W-25) Short-stories not over 1500, verse up to 24 lines, jokes, miscellany of social flavor. A. R. Keller. 1c up, Pub.

Travel, 7 W. 16th St., New York. (M-35) Illustrated travel articles, any part of world, 1500 to 5000. Color, human interest, adventure angles desired. Coburn Gilman. 1c, \$1 to \$3 per photo, Pub.

Two-Gun Stories, 537 S. Dearborn St., Chicago. (M-20) Western short-stories up to 10,000. Samuel Bierman. 1c, Pub.

Underworld, 67 W. 44th St., New York. (M-20) Rack-teering, gangster short-stories 3500 to 5000, novelettes up to 15,000, serials 25,000 to 30,000. A. A. Wyn. 1 to 2c, Pub.

U. S. Air Services, 227 Transportation Bldg., Washington, D. C. (M-30) Aviation articles, short-stories, verse. E. N. Findley. 1c, Pub. (Overstocked.)

Weird Tales, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 10,000, novelettes up to 15,000, serials up to 40,000, verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

Western Adventures, 80 Lafayette St., New York. (M) Reprint fiction, not buying at present. W. M. Clayton.

Western Home Monthly, Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. Articles, short-stories 1500 to 4000. Fair rates, Pub.

Western Trails, 67 W. 44th St., New York. (M-20) Western short-stories with woman interest 2000 to 8000, novelettes up to 20,000. A. A. Wyn. 1 to 2c, Pub.

Westminster Magazine, The, Oglethorpe University, Atlanta, Ga. (Q-25) Fiction and articles on literature, history and nature subjects 1000 to 3000; verse. Dr. Mary Brent Whiteside. Pays only in prizes.

Wonder Stories, 96 Park Place, New York. (M-25) Human, dramatic adventure short-stories up to 8000, on science developments of the future, novelettes up to 25,000, serials up to 65,000. Articles on science or world of the future up to 6000. H. Gernsback. Up to 1c, Pub.

Yale Review, Yale Station, New Haven, Conn. (Q-31) Comment, reviews; political, literary, scientific, art articles 5000 to 6000. Wilbur Cross. Good rates, Pub.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

American Farming, 537 S. Dearborn St., Chicago. (M-5) Practical farm and farm home articles 250, human-interest short-stories with farm-life angle 900, serials 6000, farm and seasonal verse, farm ideas, home hints. Estes P. Taylor. Up to 1c, Pub.

Breeders' Gazette, Spencer, Ind. (M-10) Livestock articles. S. R. Guard. 1c, photos \$2, Pub.

Bureau Farmer, The, 58 E. Washington St., Chicago. (M-5) Illustrated articles on economic and social phases of agriculture 1800 to 2500; short-stories, agricultural setting, 1800. H. R. Kibler. 1c to 4c, photos \$1 to \$3, Acc.

Canadian Countryman, 178 Richmond St., W., Toronto. Agricultural articles, short-stories. 1/2c, Pub.

Farm and Ranch, Dallas, Tex. (W-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. 1/2c to 1c up, Acc.

Farmer and Farm, Stock and Home, The, 57 E. 10th St., St. Paul, Minn. (W) Agricultural articles with photos, miscellany, short-stories for special events; serials, farm or Western background, 20,000 to 35,000. Berry H. Akers. 1/2 to 1c, Acc.

Farm Journal, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles 300 to 600 with photos, short-stories 3000 to 4500, serials up to 22,000. Arthur H. Jenkins. First-class rates. Acc.

Hatchery Tribune, Mt. Morris, Ill. Illustrated articles on successful selling methods by hatcheries 300 to 500. Roland C. Hartman. 1/2 to 2c, Acc.

Hoard's Dairyman, Fort Atkinson, Wis. (2M) Dairying interests. W. D. Hoard. Low rates, Pub.

Iowa Farmer and Corn Belt Farmer, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Ind., Pub.

Michigan Farmer, Detroit, Mich. (W) Articles 1000 to 2000 on successful farming; occasional serials, short-stories. Milton Grinnell. 1/2c, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Ind., Pub. Cover photos, \$5 to \$10.

Poultry Tribune, Mt. Morris, Ill. (M-15) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

Progressive Farmer and Southern Ruralist, Birmingham, Ala. (2-M) Farm miscellany. Ind.

Standard Poultry Journal, Pleasant Hill, Mo. (M) Illustrated poultry articles, success stories, 1500 to 2000. Limited market; send outline first. Orden C. Oechsli. Up to 1c, Pub.

Successful Farming, Des Moines, Ia. (M-5) Agricultural miscellany. Kirk Fox. 1c up, Acc.

Wallace's Farmer & Iowa Homestead, Des Moines, Ia. (W-5) Agricultural articles, serials. H. A. Wallace. 1/2 to 1c, photos \$1 to \$5, Acc. and Pub.

Waverly Pub. Co., Waverly Pa. (Rhode Island Red Journal, Plymouth Rock Monthly, Leghorn World, Wyandotte Herald.) Illustrated poultry articles and success stories. Frank Gruber. 1/2c, Pub.

ART, PHOTOGRAPHY

American Photography, 428 Newbury St., Boston. (M-25) Technical photography articles. F. R. Fraprie. Fair rates, Pub.

Antiques, 468 4th Ave., New York. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keyes. 1 1/2 to 2c, Pub.

Bulletin of Photography, 153 N. 7th St., Philadelphia. (W-5) Articles of interest to professional photographers 500 to 1500. Frank V. Chambers. Ind., Acc.

Camera, The, 636 Franklin Sq., Philadelphia. (M-20) Photography articles 500 to 1500. Frank V. Chambers. Ind., Acc.

International Studio, 572 Madison Ave., New York. (M-75) Illustrated articles for art collectors, connoisseurs. H. J. Whigham. \$40 to \$75 per article, Pub. (Overstocked.)

Photo-Era Magazine, Wolfeboro, N. H. (M-25) Camera craft articles, photos; monthly photograph competition. A. H. Beardsley. \$3.75 printed page, Pub. (Overstocked.)

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

A. A. A. Travel, Pennsylvania Ave. at 17th St., Washington, D. C. Touring or travel articles, motor, plane, or water, 1500 to 1800; poems. Verva I. Hainer. 1/2c, verse 3 to 5c, photos \$3 to \$5, Acc.

Aero Digest, 220 W. 42nd St., New York. (M) News and features on aviation and air travel. Geo. F. McLaughlin. 1/2c up, Pub.

Airports, Bank of Manhattan Bldg., Flushing, L. I. (M) News of air ports, construction, administration, etc. 1/2c up, Pub.

Airway Age, 30 Church St., New York. Features on aviation industry. Query. Lloyd George. 2c, Pub. (Chicago address; 105 W. Adams St., John C. Emery, Western Ed.)

American Motorist, Pennsylvania Ave. at 17th St., Washington, D. C. Illustrated travel articles vicinity of Washington, D. C., 1800 to 2000; verse. Verva I. Hainer. 1c, Pub.

Aviation, 10th Ave. at 36th St., New York. (M-20) News, features on aviation activities, technical articles. photos. Edward P. Warner. Good rates, Acc.

Aviation Engineering, 52 Vanderbilt Ave., New York. (M) Technical articles on air crafts. Good rates.

Highway Magazine, Armco Culvert Mfrs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads 800 to 1500. Anton S. Rosing. 1c, photos \$1 to \$2, Acc.

National Aeronautic Review, Dupont Circle, Washington, D. C. (M) Non-professional aviation articles 2000, illustrations. Wm. R. Enyart. Good rates.

Popular Aviation, 608 S. Dearborn St., Chicago. (M-25) Aviation articles providing thrills and action; aviation mechanics. Briefs 100 to 800, articles 1500 to 3500 with photos. B. G. Davis. 1c, photos \$3, Acc.

Rudder, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, naval architecture, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Acc.

Transportation, 412 W. 6th St., Los Angeles, Cal. (M-25) Human-interest articles on transportation, humor. Limited market. Charles Dillon. 1c up, photos 50c up, Pub.

Western Flying, 145 S. Spring St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation, 100 to 3000. R. Randall Irwin. 1c, 3/4c for news items, Pub.

Western Highways Builder, Union League Bldg., Los Angeles. (M-20) Signed articles by Western highway engineers or street officials; pictures of equipment in use on Western roads. Howard B. Rose. Good rates, Pub. (Overstocked.)

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 537 S. Dearborn St., Chicago. (W-3) News of advertising campaigns, agencies, etc. Murray E. Crain. 1c, Pub.

American Mutual Magazine, 142 Berkeley St., Boston. (M-15) Business articles 1200 to 1400, relating to industrial or automobile accident prevention; verse, jokes. Carl Stone Crummett. 1 to 5c, photos \$1 to \$5, Acc.

Bankers Magazine, 73 Murray St., New York. (M) Articles on banking methods, advertising, etc. Query. Keith F. Warren. 1c up, Pub.

Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. Good rates, Pub.

Bankers Service Bulletin, The, 536 S. Clark St., Chicago. (M) Articles on banking devices, operation. John Y. Beaty. Good rates, Pub.

Barron's, 44 Broad St., New York. (W-25) Authoritative financial articles 500 to 2500. Hugh Bancroft. Ind., Acc.

Burrough's Clearing House, 6071 2nd Blvd., Detroit. (M) Query editor on banking features. Herbert Shryer. 2c, Pub.

Business Week, The, 10th Ave., at 36th St., New York. (W-15) Not in the market. Marc A. Rose.

Credit Monthly, 1 Park Ave., New York. (M-25) Articles on relations between credit managers of wholesale concerns and retail customers 1000. Chester H. McCall. 13/4c, Pub.

Coast Investor & Industrial Review, 576 Sacramento St., San Francisco. (M) Investment feature articles. George P. Edwards. 1c, Pub.

Extra Money, 510 N. Dearborn St., Chicago. (M) High-grade business, adventure fiction with extra-money angle; true stories of spare-time money-making, photos. Wm. Fleming French. 1/2c to 5c, Acc.

Factory and Industrial Management, 520 N. Michigan Ave., Chicago. (M) Business miscellany. Inc.

Forbes Magazine, 120 5th Ave., New York. (2M-25) Facts of business evolution humanized in authorized interviews. Interpretation of economic facts and business news events, fillers 200 to 300. B. C. Forbes; Chapin Hoskins, Mng. Ed. 5 to 15c, photos \$5, Pub.

Fortune, 205 E. 42d St., New York. (M-\$1) Staff-written business articles.

How To Sell, Mount Morris, Ill. (M-10) News magazine of direct-mail selling. Fact items 300 to 1500; jokes, skits, anecdotes with selling flavor. R. C. Remington. 3/4 to 1c up, jokes 50c and \$1, Acc. or Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-15) True experiences in direct selling 2000 up. Otis F. Herrmann. 1/2c, Pub.

Independent Woman, The, 1819 Broadway, New York. (M-15) Articles on business, professional women's problems 1200 to 1800, humorous business verse 2 or 3 stanzas. Helen Havener. \$10 to \$35, verse \$2 or \$3, Acc.

Management, 105 W. Adams St., Chicago. (M-25) Better management and equipment articles for industrial executives. H. P. Gould. 2c, Acc.

Manufacturing Industries, 40 E. 49th St., New York. (M-50) Illustrated articles on manufacturing methods, signed by executives. L. P. Alford. \$10 page, Pub.

Nation's Business, The, 1615 H St., N. W., Washington, D. C. (W-25) Business articles 2500. Merle Thorpe; J. W. Bishop, Mng. Ed. Good rates, Acc.

Opportunity 919 N. Michigan Ave., Chicago. (M-10) Business interviews; illustrated salesmanship material up to 3500. James R. Quirk. 1 to 2c, Acc.

Postage & Mailbag, 68 35th St., New York. (M-25) Direct-mail advertising articles. John Howie Wright. 1c, Pub.

Printer's Ink, 185 Madison Ave., New York. (W-10) (Also **Printer's Ink Monthly**-25.) Advertising and business articles. John Irving Romer; R. W. Palmer, Mng. Ed. Good rates, Pub.

Sales Management, 420 Lexington Ave., New York. (W-20) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

Savings Bank Journal, 21 E. 40th St., New York. (M-50) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. 1c, Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Outdoor, sign advertising articles 500 to 1500. E. Thomas Kelley. 30c to 50c per column inch, Pub.

Specialty Salesman, South Whitley, Ind. (M-25) Inspirational direct-selling articles, short-stories. Staff-written at present. George F. Peabody. 1 1/2c up, Acc.

System, 10th Ave. at 36th St., New York. (M-25) Business experience articles, profit-making ideas up to 2000, short-cut items 100 to 200. Norman C. Firth. 2c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Bi-M) Articles on industrial problems of interest to foremen, executives, 1000 to 2500, interviews 1000 to 2500. D. C. Vandercook. 1c up, Acc.

Western Advertising, 564 Market St., San Francisco. (W) Advertising and business articles on Western firms or Western problems, 1000 to 1800. Little used from Eastern contributors. Douglas G. McPhee. 1c up, Pub.

Western Business, 564 Market St., San Francisco. (W-10) Short articles 300 to 1500 on business activities of Far West, strong news interest and photos essential. Douglas G. McPhee. 1c up, Pub.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, Garden City, New York. (M-10) Practical articles on house design, interior decoration, gardening, with photos, up to 1800. Reginald T. Townsend. \$50 per article, Acc.

Architect, The, 485 Madison Ave., New York. (M-75) Special articles, photos, on arts and crafts, stained glass, murals, sculpture, mosaics, etc. Mrs. A. Holland Forbes. \$35 to \$50 per article, Pub.

Arts and Decoration, 578 Madison Ave., New York. (M-50) Practical illustrated home decoration, architecture, gardening articles by authorities. Mary Fanton Roberts. E. F. Warner. 1 to 2c, Pub.

Beautiful Homes Magazine, 407 S. Dearborn St., Chicago. (M-25) Illustrated architectural, interior decoration, landscaping articles 300 to 1500. Y. D. Eddy. Inc.

Better Homes and Gardens, 1714 Locust St., Des Moines. Ia. (M-10) Practical garden, home-making articles 1500. Elmer T. Peterson, 2c up, usual photo rates, Acc.

Canadian Homes and Gardens, 143 University Ave., Toronto, Ont., Canada. (M) Canadian home and garden articles 1500 to 2000, photos. J. H. Hodgins. 1c, Pub.

Country Home, The, 250 Park Ave., New York. (M-5) Articles on home building, improvement, gardening, farming, nature, general features 2000 to 3000; good short fiction. Tom Cathcart. Articles \$100 up, fair rates for fiction, Acc.

Country Homes, 312 W. Redwood St., Baltimore. (2M-35) Home decoration, architecture, building, landscape gardening. S. H. Powell; E. Canton. Ind., Pub.

Country Life, Garden City, New York. (M-50) Illustrated gardening, sport, interior decorating, country estate, nature articles 1500 to 2000. R. T. Townsend. \$50 to \$75 per article, Acc.

Home & Field, 572 Madison Ave., New York. (M-35) Articles on gardening, decoration, architecture up to 1500. A. H. Samuels. 1c, Acc.

House and Garden, Lexington at 43d, New York. (M-35) Home decoration, landscape articles. Richardson Wright. 1c up, Acc.

House Beautiful, 8 Arlington St., Boston. (M-35) Building, furnishing and gardening articles. Ethel B. Power. 1c up, Acc.

Save the Surface Magazine, 18 E. 41st St., New York. (M) Illustrated articles for consumers on advantages of painting, varnishing 300 to 600, verse, fillers, jokes. Helen B. Ames. 2c, photos \$2.50 to \$3, Acc.

Sunset, 1045 Sansome St., San Francisco. (M-25) Home-making, garden, vacation, outdoor articles, Western appeal, 1500 to 2500. Lou F. Richardson; Genevieve A. Callahan. 1c up, verse 25c line, fillers \$1, Acc.

Town and Country, 572 Madison Ave., New York. (2M-50) Limited market. Verse 4 to 6 lines. H. J. Whigham. 25c line, Acc.

EDUCATIONAL

Child Welfare Magazine, 5517 Germantown Ave., Germantown, Pa. (M-10) Educational articles up to 1500. verse. Martha Sprague Mason. 1/2c, verse 10c line, Acc.

Grade Teacher, The, 54 Clayton St., Boston. Practical articles on elementary education. Florence Hale. Ind., Pub.

Industrial Arts and Vocational Education, 407 E. Michigan St., Milwaukee, Wis. (M-25) Articles on vocational subjects, short news items on shop courses offered. John J. Metz. 1/2c, photos \$2, news items 1/4c, Pub.

Instructor, The, 514 Cutler Bldg., Rochester, New York. (M-25) Educational articles for elementary schools 1800, educational juvenile short-stories 1500, recitations, school plays. Good rates, Acc.

Journal of Education, 6 Beacon St., Boston. (M) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay, \$5 to \$10 per story, Acc.

Practical Home Economics, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. 1c, Pub.

School News & Practical Education, Taylorville, Ill. (M) Practical articles on grade school subjects. Inc.

HEALTH, HYGIENE

Forecast, 6 E. 39th St., New York. (M-25) Scientific discussion of nutrition, food, food preparation, child training, health, housekeeping; entertaining articles on schools, travel, gardens, recreation, careers of conspicuous women, restaurants, 2000 to 3000. Alberta M. Goudiss. 1 to 1 1/2c, Acc.

Hygeia, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles. Dr. Morris Fishbein. 1c up, Pub.

Journal of the Outdoor Life, 450 7th Ave., New York. (M-25) Anti-tuberculosis articles, short-stories, experience articles. Philip P. Jacobs. Low rates, Pub.

Physical Culture, 1925 Broadway, New York. (M-25) Personal experience articles on recovery of health by natural methods; short-stories, serials of outdoor atmosphere and love interest, unsophisticated type. Harry Payne Burton. 2c, photos \$3 to \$5, Acc.

Strength, 2741 N. Palethorp St., Philadelphia. (M-25) Health, hygiene, exercise, diet articles. Up to 1c, Pub.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-35) Articles on nursing and hospital subjects 1500 to 3000. Meta Pennock. 1/3 to 1c, Pub.

MUSICAL

Etude Music Magazine, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogies 150 to 2000. James F. Cooke. \$5 column, Pub.

Musical America, 113 W. 57th St., New York. (2-M-15) Music articles 1500 to 2000. A. Walter Kramer. Ind.

Musician, The, 113 W. 57th St., New York. Not in the market. Paul Kempf. (Overstocked.)

Musical Observer, The, 119 W. 57th St., New York. (M-25) Informative articles on new trends in music 800 to 2000; provocative editorials 200 to 400. Dorin K. Antrim. 1 to 2c, Pub.

Musical Quarterly, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. \$4.50 page, Pub.

RELIGIOUS

Adult Bible Class Monthly, 420 Plum St., Cincinnati, O. (M-10) Religious educational articles 300 to 1500, short short-stories 1200 to 1600, verse 2 or 3 stanzas, news of Bible class activities 100. Lucius H. Bugbee. 1/2 to 1c, verse \$3 to \$10, photos \$2.50 up, Acc.

Ave Maria, The, Notre Dame, Ind. (W) Short-stories of religious tone, articles on topics of the day, religious poems not over 16 lines. Rev. Eugene P. Burke, C.S.C. \$3 page, poems \$5, Pub.

Catholic World, 411 W. 59th St., New York. (M-40) Scientific, historical, literary, art articles, Catholic viewpoint, short-stories 2500 to 4500, verse. Rev. James M. Gillis, C. S. P. Ind., Pub.

Christian Advocate, The, 150 5th Ave., New York. (W) Articles, miscellany. Dr. D. F. Diefendorf. Inc.

Christian Endeavor World, 41 Mt. Vernon St., Boston. (W-5) Romantic, adventure, mystery, humorous short-stories 2500, serials 20 to 25 chapters 2500 each, illustrated articles on curiosities, travel, etc., 600. Carlton M. Sherwood. 1/2c, photos \$1 to \$2, Acc.

Christian Herald, 419 4th Ave., New York. (M) Religious, sociological articles; short-stories 1000 to 6000. Varying rates, Acc. (Overstocked.)

Churchman, The, 6 E. 45th St., New York. (W-10) Liberal christianity articles, verse. Rev. Guy Emery Shipley, Litt. D. Ind., Pub. No payment for verse.

Congregationalist, 14 Beacon St., Boston. (W-10) Religious articles, short-stories, verse. W. E. Gilroy, D.D. Fair rates, Pub. (Overstocked.)

Grail, The, St. Meinrad, Ind. (M-25) Travel, biographical articles 1500 to 3000, wholesome short-stories 2000 to 3000, Eucharistic verse 4 to 20 lines. Rev. Benedict Brown, O. S. B. 1/2c, Acc.

High Road, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Short-stories 2500 to 3500, serials 8 to 12 chapters, miscellany. 1/2c up, Acc.

Living Church, The, 1801 Fond du Lac Ave., Milwaukee. (W) Short articles on religious and social subjects, Episcopal viewpoint, verse, no fiction. C. P. Morehouse. \$1.50 column, Acc. No payment for verse.

Lookout, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on church educational work 1500 to 1800, short-stories, Biblical background, to 1800, serials up to 12 chapters. Guy P. Leavitt. 1/2c, Acc.

Magnificat, 435 Union St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Ind., Acc.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (M-10) Articles of Catholic interest 1500 to 2000, clever short-stories 1500 to 2500. Rev. Kieran P. Moran, C.M. 1c, verse about 50c line, photos \$1, Acc.

Presbyterian Advance, The, 150 4th Ave., N. Nashville, Tenn. (W) Limited number of short-stories 800 to 2000. James E. Clarke, D.D., L.L.D. \$1 column, Acc.

Standard Bible Teacher, Box 5, Sta. N., Cincinnati, O. (Q-15) Biblical study articles 1500 to 2000. Frederick J. Gielow, Jr. 1/2c, Acc.

Sunday School Times, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. 1/2c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers, superintendents, the home. 1/2c, Acc.

Union Signal, The, Evanston Ill., (W-5) Short-stories, short serials, on prohibition, law enforcement. \$5 per 1500-word story, Pub.

Unity, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M & W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

Broadcasting Magazine, 1182 Broadway, New York. (M) Non-technical illustrated radio articles, thumb-nail biographies, home economics matter, 100 to 2500; radio short-stories 2500 to 3000. Fillers 1/2c, stories and articles up to 1c, photos \$1, Acc.

Electricity on the Farm, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. 1 1/2, Pub. (Overstocked.)

Everyday Mechanics, 96 Park Place, New York. (M) Articles on practical photography, chemistry, electricity, radio, woodworking, metalworking, mechanical devices, home craftsmanship. H. Gernsback. Ind., Pub.

Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo. (M-5) Illustrated popular scientific, homecraft "how-to-make-it" articles 500 to 1500, shop hints, new devices E. A. Weishaar. 1c to 4c, photos \$1.50 to \$3, Acc.

Model Airplane News, 570 7th Ave., New York. (M-15) Specialized airplane model plans. Capt. H. J. Lotus. Price. Ind., Acc.

Modern Mechanics and Inventions, 529 S. 7th St., Minneapolis, Minn. (M-25) Popularly illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos. Roscoe Fawcett; Jack Smalley; Donald Cooley, associate. 2 to 15c, photos \$3 up, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-25) Illustrated nature articles 1500 to 2000, no poetry. R. W. Westwood. \$5 to \$50, Acc. (Overstocked.)

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements. L. K. Weber. 1c to 10c, \$3 up for photos, Acc.

Popular Science Monthly, 381 4th Ave., New York. (M-25) Non-technical illustrated articles, on scientific, mechanical, labor-saving devices, discoveries, under 2000. 1c up to 10c, \$3 up for photos, Acc.

Science and Invention, 381 4th Ave., New York. (M-25) Illustrated popular articles on invention, science, discoveries, how-to-make-its, up to 2000. J. H. Kraus. 1 to 2c, photos \$3 to \$5, Pub.

Scientific American, 24 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. O. D. Munn. Ind., Acc. (Overstocked.)

SPORTING, OUTDOOR, HUNTING, FISHING

American Forests, 1727 K St., Washington, D. C. (M-35) Popular forestry, outdoor recreation, hunting and fishing articles up to 2500, photos of forest oddities, short outdoor humor. Ovid M. Butler. 1c, photos \$1 up, Acc.

American Golfer, The, Lexington at 43d Sts., New York. (M-25) Golf articles up to 1500. Grantland Rice. Inc.

American Rifleman, Barr Bldg., Washington, D. C. (M-25) Authentic gunsmithing, shooting, ammunition, ballistic articles. Laurence J. Hathaway. Ind., Pub.

Arena, The, 2739 Palethorpe St., Philadelphia. (2-M-15) Boxing, weight-lifting, baseball, sport articles. Inc.

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Baseball articles, verse. F. C. Lane. ½c to 1½c, Pub.

Field and Stream, 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, up to 3500. Ray P. Holland. 1c up, Acc.

Fur-Fish-Game, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, fur-raising articles by practical authorities, illustrated. A. R. Harding. ¼ to ½c, Acc.

Golf Illustrated, 425 5th Ave., New York. (M-50) Golf articles. A. G. Gregson. 2c, Pub. (Overstocked.)

Hunter-Trapper, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, hunting-dog articles, outdoor photos. Otto Kuechler. Ind., Acc. (Overstocked.)

National Sportsman, 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.

Outdoor America, 222 N. Bank Drive, Chicago. (M-25) Wilderness adventure, hunting, fishing, camping, outdoor sports articles, short-stories, occasional novellettes. Bulk of copy by arrangement. Cal Johnson. ½ to ¾c, Acc.

Outdoor Life, 1824 Curtis St., Denver, Colo. (M-25) Articles on hunting, fishing, camping, boating and allied subjects. Harry McGuire. Up to ¾c, Acc.

Sports Afield and Trails of the Northwoods, 1645 Hennepin Ave., Minneapolis. (M-20) Hunting, fishing, camping articles, outdoor fiction. Ivan B. Romig. ½c up, Pub.

Sportsman, The, 60 Batterymarch St., Boston. (M-50) Articles on amateur sports, fox-hunting, polo, yacht racing, tennis, fishing, etc., 2500 to 3000. Richard E. Danielson. 2½c, photos \$5 up, Acc.

Sportsman's Digest, 22 E. 12th St., Cincinnati, O. (M-10) Illustrated hunting, fishing, trapping stories 1500. George A. Vogele. ½ to 1c, Pub.

THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

Billboard, 25 Opera Pl., Cincinnati, O. (W-15) Theatrical articles on assignment only. Wilfred Riley.

Drama Magazine, The, 15 W. 44th St., New York. (M-50) Theatrical, dramatic feature stories, news, photos, 2000. Albert E. Thompson. 1c, Pub.

Hollywood Magazine, 529 S. 7th St., Minneapolis, Minn. (M-15) Movie feature articles, sophisticated appeal. Roscoe Fawcett; Ruth Biery, Western Ed. Liberal rates, Acc.

Modern Screen Magazine, The, 100 5th Ave., New York. (M-10) Photoplay fan material up to 2000, mostly on assignment. Short love fiction with Hollywood background. Ernest V. Heyn. Good rates, Acc.

Motion Picture Classic, 1501 Broadway, New York. (M-25) Photoplay and satirical articles, usually on assignment. Laurence Reid. Ind., Acc.

Motion Picture Magazine, 1501 Broadway, New York. (M-25) Articles on motion picture business and stars, usually on assignment. Laurence Reid. Ind., Acc.

Movie Romances, 510 N. Dearborn St., Chicago. (M) True romances of film folk; articles for film fans; short-stories with motion-picture background. Wm. Fleming French. 1½ to 5c, Acc.

New Movie Magazine, 55 5th Ave., New York. (M-10) Fan material, usually by arrangement. Frederick James Smith. 2c, Acc.

Photoplay, 221 W. 57th St., New York. (M-25) Motion picture articles, brief short-stories dealing with studio life. James R. Quirk; Leonard Hall, Mng. Ed. Good rates, Acc.

Picture Play Magazine, 79 7th Ave., New York. (M-25) Articles 1200 to 1500 of interest to motion picture enthusiasts, usually on assignment. Norbert Lusk. Ind., Acc.

Radio Digest, 420 Lexington Ave., New York. (M-35) Non-technical radio fact items, short humorous verse, jokes, epigrams, "Hits-Quips-Slips" on radio programs. Raymond Bill; H. P. Brown, Mng. Ed. \$1 to \$5 up, Pub.

Screenland, 49 W. 45th St., New York. (M-25) Feature articles dealing with motion pictures. Miss Delight Evans. Fair rates, Pub.

Screen Play, 529 S. 7th St., Minneapolis, Minn. (M-25) Authentic articles of interest to movie fans, usually on assignment. Roscoe Fawcett; Ruth Biery, Western Ed. Liberal rates, Acc.

Theatre Arts Monthly, 119 W. 57th St., New York; 99 Regent St., London W 1, England. (M-50) Theatrical articles 1800 to 2500. Edith J. R. Isaacs. 2c, Pub.

Theatre Magazine, 22 W. 48th St., New York. (M-35) Sophisticated articles on the theatre up to 1500. Stewart Beach. 3c, Pub.

Variety, 154 W. 46th St., New York. (W-25) Theatrical articles, news. Sime Silverman. Inc.

TRADE JOURNALS, MISCELLANEOUS

American Artisan, 139 N. Clark St., Chicago. (W) Illustrated articles on experiences of men in warm-air heating and sheet metal work. J. D. Wilder. \$2.50 column, photos \$3, Pub.

American Baker, The, 118 S. 6th St., Minneapolis. (M-10) Technical articles on baking, illustrated articles on new bakeshops, attractive window photos, merchandising talks. Carroll K. Michener, Mng. Ed. 1c up, photos \$1 to \$3, Acc. (Overstocked.)

American Druggist, 57th St. at 8th Ave., New York. (M) Highest type drug merchandising articles. Herbert R. Mayes. High rates, Acc.

American Hatter, 1225 Broadway, New York. Trade miscellany. E. F. Hubbard. ½c to 1c, photos \$2, Acc.

American Paint & Oil Dealer, 3713 Washington Ave., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub.

American Paper Merchant, 1762 Conway Bldg., Chicago. (M) News and features of paper trade. Frank C. Petrine, Mng. Ed. ½c up, Pub.

American Perfumer, 432 4th Ave., New York. (M) Technical, scientific articles on perfumes, cosmetics, soaps, etc. Ind., Pub.

American Printer, 9 E. 38th St., New York. (M) High class articles of trade. Edmund Gress. 1c up, Pub.

American Roofer, 58 W. Washington St., Chicago. (M) Limited market for merchandising articles. Eugene Pope. ½c up, Pub.

American Silk Journal, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith. \$3 per column, Pub.

Amusement Park Management, 114 E. 32nd St., New York. (M-25) Articles on general amusement park operation, with photos. Charles Wood. 1c, photos \$1.50, Pub. (Overstocked.)

Art of Mosaics & Terrazzo, 400 W. Madison Ave., Chicago. Articles on use and sale of mosaics and terrazzo work. P. C. Connelly. 1c, photos \$2, Pub.

Automobile Trade Journal & Motor Age, Chestnut and 56th Sts., Philadelphia. (M) Features based on interviews with successful automobile or equipment dealers. Don Blanchard. 1c up, Pub.

Automotive Electricity, 420 Lexington Ave., New York. (M-20) Technical articles on automotive electric and shop equipment, articles on merchandising service and accessories. L. E. Murray. 1c, Pub. (Overstocked.)

Auto Body Trimmer & Painter, 128 Opera Place, Cincinnati. (M) Limited market for technical and merchandising articles of trade. J. Frank Hutcheson. ½c up, Pub.

Bakers' Helper, 330 So. Wells St., Chicago. (2M-20) Business-building plans for bakers, technical articles, chiefly supplied by staff. E. T. Clissold. \$5 to \$15 page.

Bakers Weekly, 45 W. 45th St., New York. (W) News correspondents in principal cities. Albert Klopfer. 1c, Pub.

Battery Man, The, Terre Haute, Ind. (M) Articles on battery merchandising and successful operation of battery shops. M. A. Denny. Up to 1c, Pub.

Beach and Pool and Aquatics, 114 E. 32d St., New York. (M-25) Illustrated articles on swimming and beach operation, particularly country clubs and municipally operated pools, 1000. Charles Wood. 1c up, photos \$1.50 up, Pub. (Overstocked.)

Beverage Journal, 431 S. Dearborn St., Chicago. (M) Pet success ideas used by bottlers 200 to 500, occasionally longer. E. J. Sturtz. ¼c, Acc.

Black Diamond, 431 S. Dearborn St., Chicago. (W-20) Practical, method articles in the coal field. Robert L. Moffett. ½c up, Pub.

Boot & Shoe Recorder, 239 W. 39th St., New York. (W) News and features of shoe industry. Regular correspondents. Arthur D. Anderson. 1½c, Pub.

Boys Outfitter, 175 Fifth Ave., New York. (M) Interviews with boys' department buyers. Regular correspondents. Theodore Kahan. 1/4c, Pub.

Brick & Clay Record, 59 E. Van Buren St., Chicago. (Bi-W) News and features of brick and clay industry. Regular correspondents. H. W. Kaepfel, Mng. Ed. 1/4c up, Pub.

Building Supply News, 59 E. Van Buren St., Chicago. (M) News and merchandising features of lumber and building material dealers. Query. L. J. Zorn, Mng. Ed. 1c, Pub.

Bus Transportation, 10th Ave. at 36th St., New York. (M-25) Practical bus operation articles 2000, 2 or 3 photos. C. W. Stocks. 3/4c, Acc. News items, first 100 words 2/4c, balance each item 1/4c.

Casket & Sunnyside, 487 Broadway, New York. (M) Interviews with morticians on various phases of embalming and mortuary management. H. J. Daniels. 1/4c, Pub.

Chain Store Age, 93 Worth St., New York. (M) Trade miscellany covering administration, general merchandising, grocery, druggists' chain stores. Godfrey M. Lehar. High rates.

Chain Store Management, 114 E. 8th St., Los Angeles. (M) Authentic articles in food chain store field 1000 to 1500. H. H. Lestic. 1/4c, photos \$2.50, Pub.

Chain Store Review, 114 E. 42nd St., New York. (M) Chain store management and merchandising articles, mostly staff prepared. Malcolm G. Sweeney, Mng. Ed. 1c up, Pub.

Cleaners and Dyers Review, 128 Opera Place, Cincinnati. (M-30) Technical articles, success stories, proved merchandising plans up to 2000; illustrations desirable. Gus Kepler. 1/4c, Pub.

Cleaning and Dyeing World, 1697 Broadway, New York. (W) Technical articles, merchandising, advertising, window display, success stories. Albert R. Kates. About 1/4c, Pub.

Commercial Car Journal and Operation and Maintenance, Chestnut and 56th St., Philadelphia. (M) Articles on selling, servicing, operation of motor trucks. George T. Hook. Good rates, Pub.

Concrete Products, 542 S. Dearborn St., Chicago. (M) Articles on manufacture and marketing of cement products. E. S. Hanson.

Confectioners Journal, 437 Chestnut St., Philadelphia. (M-25) Articles on wholesale and retail manufacturing candy businesses and candy jobbing. Eugene Pharo. Up to 1c, Acc.

Cracker Baker, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) One or two-page stories pertaining to biscuits and crackers, or the industry; plant write-ups; sales stories; practical or technical articles; human interest and success stories of men in industry. L. M. Dawson. 30 to 50c inch, Pub.

Dairy Produce, 110 N. Franklin St., Chicago. (M) Limited market for illustrated features on distribution and merchandising of dairy products. C. S. Paton. 1c, Pub.

Dairy World, 608 S. Dearborn St., Chicago. (M-10) Dairy plant, merchandising articles 1000 to 2000. E. C. Ackerman. 1c, photos \$1 to \$3, Pub.

Diesel Power, 521 Fifth Ave., New York. (M) Articles on oil engine uses. J. Kuttner. 1c, Pub.

Display Topics, 291 Broadway, New York. (M) Window-display, merchandising articles. Jerry McQuade. 1c, Pub.

Distribution and Warehousing, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. 3/4c up, photos \$2, Pub.

Domestic Engineering, 1900 Prairie Ave., Chicago. Plumbing and heating trade merchandising and technical articles. 1c, Pub.

Draperies and Decorative Fabrics, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. W. H. MacCleary. 1c, photos \$3, Pub.

Druggist, The, Liberty and Chicago Sts., Jackson, Tenn. Drug merchandising stories from Tennessee, Arkansas, Mississippi, Louisiana, Alabama, and West Kentucky. Seale B. Johnson. 1/4c, photos \$2, Acc.

Druggists Circular, The, 12 Gold St., New York. (M) Druggist success articles. G. K. Hanchett. Ind., Pub.

Drug Topics, 291 Broadway, New York. (M-25) Merchandising articles 1500, describing how druggist—name and address given—sold more merchandise, saved money. Dan Rennick. Good rates, photos \$3, Pub.

Drug Trade News, 291 Broadway, New York. (Bi-M) News of manufacturers in drug and toilet goods fields. Dan Rennick. Ind.

Dry Goods Economist, 239 W. 39th St., New York. (M-25) Articles of specific interest to department store field, up to 1200. C. K. MacDermut, Jr., Mng. Ed. 1/4c to 2c, photos \$2, special rates on best material, Acc.

Editor & Publisher, 1700 Times Bldg., New York. (W-10) Newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.

Electrical Dealer, 360 N. Michigan Ave., Chicago. (M) Illustrated articles reflecting unusual operations in retailing domestic electrical goods or radio by any sort of store. Queries answered. Rudolph A. August. 1c up, Acc.

Electrical Installation, 461 Eighth Ave., New York. (M-35) Electrical installation articles with wiring diagrams, photos. News items of electrical contractors and others who install electrical equipment and lighting. Leslie H. Allen, Mng. Ed. 1c up, photos \$2 up, Pub. (Query.)

Electric Refrigeration News, Macabees Bldg., Detroit. (Bi-W-15) Articles on installation and service of electric refrigeration equipment in apartment houses, meat markets, grocery stores, etc., 500 to 1000; news. George F. Tauveneck. 1c, Pub.

Electrical West, 883 Mission St., San Francisco. (M-25) Articles on methods of improving sale of electrical merchandise by dealers and contractors, unusual electrical installations involving special technique. William A. Cyr, Asso. Ed. 1/4c to 1c, Pub.

Enamelist, 2100 Keith Bldg., Cleveland, O. (M) Technical or semi-technical articles dealing with porcelain enamel, and stove manufacturing processes; success stories. R. C. Harmon, Asso. Ed. 1/4 to 4 or 5c, photos, \$2 up, Acc.

Excavating Engineer, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, drag-line dredge, clam shell, excavating contracts, open pit mining, quarry, drainage, etc., 500 to 2000. Arnold Andrews. 4/4 column., Pub. Query.

Feed Bag, The, 86 Michigan St., Milwaukee. (M) Interviews with named feed dealers on merchandising, advertising, etc., of feed stuffs. David K. Steenbergh, Mng. Ed. 1c, Pub.

Feedstuffs, 118 S. Sixth St., Minneapolis, Minn. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Carroll K. Michener. 1c up, Acc. (Overstocked.)

Florists' Exchange, 438 W. 37th St., New York. (W) Has regular news correspondents in principal cities. Occasionally buys features. E. L. D. Seymour, Asso. Ed. 1/4c up, Pub.

Food Profits, 40 E. 49th St., New York. (M-25) Illustrated hotel restaurant operation articles, short "short-cut" items, human-interest articles, confessions with constructive slant 1500. Ray Fling. 1c up, Acc.

Ford Dealer and Service Field, Montgomery Bldg., Milwaukee. (M-25) Ford trade articles. H. James Larkin. 1c, Acc.

Ford Dealers News, 117 W. 61st St., New York. Ford trade articles. C. C. Pearsall, Mng. Ed. 1/4c up, Pub.

Furniture Age, 2225 Herndon St., Chicago. (M-30) Illustrated articles on practical methods, furniture and department stores in advertising, displaying, selling furniture, rugs, draperies, radio, stoves, refrigerators, bedding, gift goods, credit and collection methods, accounting systems, 500 to 1500; interviews and important news. J. A. Gary. 1c, photos \$2, Pub.

Furniture Index, 4th St. at Clinton, Jamestown, N. Y. (M) Articles on furniture merchandising. V. M. McConnell. Good rates, Acc. Query.

Furniture Manufacturer, 200 N. Division St., Grand Rapids, Mich. Manufacturer and factory superintendent stories of wholesale selling or some phase of factory production 500 to 1500. A. C. Saunders. 1c, photos \$1 up, Pub.

Furniture Merchandising, Charlotte, N. C. (M-30) Retail furniture selling stories, well illustrated. Milton L. Sampson. 1 to 3c, Pub., except on special arrangement.

Furniture Record and Journal, 200 N. Division St., Grand Rapids, Mich. (M-30) Experience stories of furniture merchandising, advertising successes, with facts endorsed by stores interviewed; stories on successful furniture and house furnishings departments 1000 to 2000. K. C. Clapp. 1c, photos \$2.50 to \$5, Pub.

Gas Age-Record, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. W. Springborn. 1c, Pub.

General Building Contractor, 119 W. 40th St., New York. (M-25) Material on assignment only, mostly by staff. Story-telling pictures of construction projects. Theodore A. Crane, Ed.; P. A. Stone, Mng. Ed. Ind., Pub.

Giftwares, 260 5th Ave., New York. (M) Illustrated articles on operating gift and art shops 500 to 1200. Lucile O'Naughlin. 1c, photos \$3, Pub.

Good Hardware, 79 Madison Ave., New York. (M-20) Illustrated articles 100 to 200 for hardware dealers; humorous verse, jokes, epigrams, pertaining to the trade. Ralph F. Linder. 2c, jokes \$2, Acc.

Hide and Leather, 300 W. Adams St., Chicago. (W-15) Technical tannery articles 1000 to 10,000. Watterson Stealey. 1c, Pub.

Hotel Management, 40 E. 49th St., New York. (M-25) Hotel operation articles, business building ideas, 100 to 1500. J. S. Warren. 1c, Acc.

Hotels and Resorts, 5 S. Wabash St., Chicago. (M-20) Practical hotel operation articles 1500. C. A. McBride. ½ to 1c, photos \$2, Pub.

Hotel World-Review, 221 W. 57th St., New York. (W) Newspaper of hotel industry; monthly feature edition. A. M. Adams. Low rates.

House Furnishing Review, 30 Church St., New York. (M-15) Merchandising articles 1000, biographies of house furnishing buyers with photos 300, fact items. S. P. Horton, Asso. Ed. 1c, biographies \$7.50, Pub. (Overstocked.)

Ice Cream Field, 461 8th Ave., New York. (M-10) Illustrated business-building articles for ice cream plants 750 to 2000. W. H. Hooker. ½c to ¾c, photos 50c to \$1, Acc.

Ice Cream Review, 501-515 Cherry St., Milwaukee. (M-25) Methods articles of interest to ice-cream manufacturers and employees. Edward Thom. ½c up, Pub.

Ice Cream Trade Journal, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of specific wholesale ice cream companies 500 to 2000. Harry W. Huey. 1c, Pub.

Ice & Refrigeration, 435 N. Waller Ave., Chicago. (M) Ice making, cold storage, refrigeration articles and news. J. F. Nickerson. Ind., Pub.

Industrial Retail Stores, 626 Prov. Bank Bldg., Cincinnati. (M-20) Articles on operation of industrial retail stores, displays, arrangement 1000 to 1500. Hull Bronson. 1c, Pub. (Overstocked.)

Inland Printer, 330 S. Wells St., Chicago. (M-40) Constructive articles on production, selling, and management problems of printing industry. J. L. Frazier. \$10 page up, Pub.

Institutional Jobber, 40 E. 49th St., New York. (M) Experience articles on selling to hotels, restaurants, hospitals, clubs, schools 100 to 1500, fact items, photos. Gene Van Guilder. 1c up, Acc.

International Blue Printer, 431 S. Dearborn St., Chicago. (M-30) Illustrated articles on shop layouts, unusual methods, etc., 1500 to 2000. Charles A. Greig. 1c, \$1 per illustration, Pub.

Jewelers' Circular, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade. T. Edgar Willson. 1 to 2c, Pub.

Jewelry Trade News, 1505 Race St., Philadelphia. (W) News of the trade, and association reports. F. C. Emmerling. ½c up, Acc.

Jobber Topics, Tribune Tower, Chicago. (M) Stories about successful automotive jobbers and methods, short inspirational poems, jokes. Ken Cloud. Approx. 1½c photos \$3, Pub.

Keystone, The, 1505 Race St., Philadelphia. (M) Jewelry store management and merchandising articles 1000 to 3000; news of jewelry trade. H. P. Bridge, Jr. 1 to 2c, news 30c inch, photos \$1.50 to \$3, Pub.

Laundry Age, 1478 Broadway, New York. (M) News and features of laundry industry. Regular correspondents. J. M. Thacker. ½c, Pub.

Laundryman's Guide, 504 Bona Allen Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets, maintenance, layout of production line, etc. in modern steam laundries 750 to 1800, general news items 50 to 400. H. S. Hudson, Ed.; W. B. Savell, Mng. Ed. ½ to 1c, Pub.

Linens and Handkerchiefs, 114 E. 32d St., New York. (M) Articles on linen and handkerchief displays, merchandising, interviews with buyers, news of market, inventions. G. K. Dahl. 1c, photos \$1.50 to \$3, Pub.

Magazine of Light, The, Nela Park, Cleveland, O. (M-20) Articles on unique lighting installations involving incandescent lamps. J. L. Tugman. 1c, Acc.

Manufacturing Jeweler, The, 42 Weybosset St., Providence, R. I. (W-5) Material staff-prepared or obtained through special arrangement. W. Louis Frost. ½c, Pub.

Materials Handling & Distribution, 420 Lexington Ave., New York. (M-30) Practical, not theoretical, articles on efficient and economical systems of handling materials mechanically, either in production or physical distribution operations. John A. Cronin, Ind., generally Pub.

Meat Merchandising, 105 S. 9th St., St. Louis. (M) Practical merchandising articles of trade. No grocery interviews. Guy Pulley. 1c, Pub.

Merchandising Ice, 435 N. Waller Ave., Chicago. (M-25) Articles on sales plans, advertising displays and developments related to ice-using equipment. J. F. Nickerson. ½c to 1c, Acc.

Metalcraft, 4th St. at Clinton, Jamestown, N. Y. (M) Articles on metal work. H. W. Patterson. Good rates, Acc. Query.

Milk Dealer, The, 501-515 Cherry St., Milwaukee. (M-25) Problems related to preparing milk for distribution, selling and delivering. Edward Thom. ½c, Pub.

Millinery Trade Review, 1225 Broadway, New York. (M-50) Millinery trade miscellany. Charles Steinecke, Jr. ½ to 1c, photos \$2, Pub.

Modern Stationer, 1181 Broadway, New York. (M-25) Trade miscellany. David Manley. 1c, photos \$3, Pub.

Mortuary Management, 1095 Market St., San Francisco. (M) Articles on successful morticians and their methods. Fred Witman. ½ to 2c, Acc.

Motor Boat, 521 5th Ave., New York. (M-25) Articles on boat and engine selling and manufacturing methods 800 to 1000, short kinks, news items of builders and dealers. Gerald T. White. \$10 page, Pub.

Music Trade News, 1697 Broadway, New York. (M-20) Illustrated articles on retailing sheet music, band instruments. Albert R. Kates. ½c up, Pub.

National Bottlers' Gazette, 233 Broadway, New York. (M-50) Features of interest to the soft-drink bottling trade. W. B. Keller, Jr. \$7.50 page, Pub.

National Butter Journal, 5th and Cherry Sts., Milwaukee. (M) Articles on manufacture and distribution of butter. Edward Thom. ½c, Pub.

National Carbonator & Bottler, 504 Bona Allen Bldg., Atlanta, Ga. (M-10) Illustrated articles on business-building methods for bottled soft drink plants 750 to 2000; news items 50 to 100. W. B. Savell. ½c to 1c, photos 50c to \$1, Acc.

National Cheese Journal, 5th and Cherry Sts., Milwaukee. (M) Articles on manufacture and distribution of cheese. Edward Thom. ½c, Pub.

National Cleaner & Dyer, 521 5th Ave., New York. (M-20) Success stories, technical, salesmanship articles. Roy C. Denney. Fair rates, Pub.

National Jeweler, 536 S. Clark St., Chicago. (M) Limited market, material on strictly merchandising subjects 250 to 500. Francis R. Bentley. ½ to 1c, Acc.

National Lumberman, 249 W. 39th St., New York. (M-10) Industry news and brief merchandising articles under 300. Ralph McQuinn. 1c up, photos \$2, Pub.

National Retail Lumber Dealer, 824 Hearst Bldg., Chicago. (M) Actual interviews with lumber dealers, stressing specialty departments, and lumber retail stores; fillers and shorts. Lyman M. Forbes. 1c, Pub.

Northwestern Confectioner, 707 N. Broadway, Milwaukee. (M-20) Business articles featuring retail, jobbing, manufacturing confectioners 1000 to 1500. G. B. Kluck. ½c, Pub.

Northwestern Miller, 118 S. 6th St., Minneapolis, Minn. (W-5) Technical articles on flour milling industry, emphasis on merchandising. Query first. Carroll K. Michener, Mng. Ed. 1c up, Acc.

Nugent's, 239 W. 39th St., New York. High-class articles on women's specialty shops. Small market. 1½c, photos \$2.50, Pub.

Office Appliances, 417 S. Dearborn St., Chicago. (M) Articles on selling office equipment. H. W. Martin, Asst. Ed. 30c inch, Pub.

Optometric Weekly, 17 N. Wabash Ave., Chicago. Optometric trade miscellany. ½c, Pub.

Pacific Drug Review, 35 N. 9th St., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Low rates, Pub.

Pacific Retail Confectioner, 35 N. Ninth St., Portland, Ore. (M) Trade-building articles for retail confectioners and soda-fountain owners 500 to 2000. F. C. Felter. \$5 page, Pub.

Packing & Shipping, 30 Church St., New York. (M-25) Items of interest to transportation, railways, motor trucks, warehouses, on packing, handling, distribution, loss and damage in shipping, etc., 1000 to 2500. C. M. Bonnell, Jr. ½ to 1c, photos 50c to \$1, Pub.

Petroleum Age & Super Service Station, 500 N. Dearborn St., Chicago. (M) Articles on handling and distribution of petroleum products, successful service stations, etc. 25c inch, Pub.

Petroleum Marketer, The, 913 Hunt Bldg., Tulsa, Okla. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M) Illustrated merchandising articles on gift and picture shops. C. Larkin. About 3/4c, Pub.

Plumbers' and Heating Contractors' Trade Journal, 239 W. 30th St., New York. (2-M) Merchandising features showing how plumbers sell more goods, 500 to 800, photos, hobbies of plumbing or heating contractors with photos 300 to 500. Prefers query. R. G. Bookhout. Good rates, Acc.

Power, 10th Ave. at 36th St., New York. (W-15) Technical articles on power generation up to 3000, by engineers or power executives. E. C. Hutchinson. Ind., Acc.

Power Plant Engineering, 53 W. Jackson Blvd., Chicago. (2M-15) Articles on power plant operation, appliances and use 500 to 1500. Arthur L. Rice. 3/4c, Pub.

Printing, 41 Park Row, New York. (Bi-W-25) Printing plant and sales management articles up to 2000, trade news of employing printers in plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 27 to 40c per inch, photos 1/2 space rates, Pub.

Printing Industry, The, 608 S. Dearborn St., Chicago. (M) Practical printing articles 750 to 3000. B. F. Chittick. 1 to 2c, Pub.

Progressive Grocer, 79 Madison Ave., New York. (M) Illustrated idea articles 100 to 200, grocery trade articles 1200 to 1500, photos, trade jokes. Ralph F. Linder. 1c to 2c, Acc.

Publishers' Weekly, 62 W. 45th St., New York. (W-15) Articles on publishing, book selling, sales promotion, etc. Frederic G. Melcher. 1c, Pub.

Radio-Music Merchant, 420 Lexington Ave., New York. Features on merchandising of radios by radio and music dealers 1000. V. E. Moynahan. 1c, photos \$2, Pub.

Railway Mechanical Engineer, 30 Church St., New York. (M) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

Refrigeration, Walton Bldg., Atlanta, Ga. (M-25) Name and fact stories on ice refrigeration and merchandising of ice. Hal Reynolds. \$4 column, Pub.

Restaurant Management, 40 E. 49th St., New York. (M-25) Restaurant operation articles 100 to 1500; biographical sketches, human-interest articles, confessions with constructive slant up to 1500. Ray Fling. 1c, Acc.

Retail Druggist Illustrated, 250 Lafayette Blvd., Detroit, Mich. (M-15) Illustrated merchandising articles 500 to 2000, series, editorials 50 to 500, window display photos, advertising samples. E. N. Hayes. Ind., Acc.

Retail Furniture Selling, 222 N. Bank Drive, Chicago. (M) Short fact items on furniture merchandising. Feature articles on assignment only. K. A. Ford. 1 1/2c, Pub.

Retail Ledger, 1346 Chestnut St., Philadelphia. (M-15) Articles on various phases of retailing—advertising, delivery, credits, salesmanship, etc., 1500 to 2000. Special attention to home furnishings. William Nelson Taft. 1c to 1 1/2c, photos \$3, Acc.

Retail Tobacconist, 117 W. 61st St., New York. (W-15) Articles on business methods of successful tobacconists 500 to 1500. H. B. Patrey. 1/2c, Pub.

Rock Products, 542 S. Dearborn St., Chicago. (2-M) Articles on cement, lime, gypsum, quarries, sand and gravel plant operations, etc. N. C. Rockwood. Inc.

Sanitary and Heating Age, 239 W. 39th St., New York. (M-25) Well-illustrated merchandising articles. Clyde Jennings. 1c, Pub. (Overstocked.)

Seed Trade News, 60 W. Washington St., Chicago. (W) Seed news only. N. C. Helms. 1/2c, Pub.

Seed World, 1018 S. Wabash Ave., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. 1/2c, Pub.

Service Station News, 369 Pine St., San Francisco. (M) Western articles on service station operation. Buys little except from regular correspondents. R. H. Argubright. 1/2c, photos \$1 up, Pub.

Shoe Factory, 300 W. Adams St., Chicago. (M-15) Technical articles on shoe manufacturing, news items of factories. E. E. Cote. 1c, news 1/2c, Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 500 to 1500, verse on shoe repairing 1 to 4 stanzas, fact-items, fillers 50 to 100, jokes. A. V. Fingulin. 1/2c to 1 1/2c, Pub.

Soda Fountain, The, Graybar Bldg., New York. (M-15) Illustrated articles on business-building methods for soda fountains and soda lunches. John R. Ward. 1c, Pub.

Southern Funeral Director, 502 Walton Bldg., Atlanta, Ga. (M-25) Articles of interest to southern morticians. Hal Reynolds. \$8 page, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (2M-15) Illustrated articles on management and merchandising methods in southern hardware stores. 1c up, Pub.

Southwestern Bottler, 429 Milam Bldg., San Antonio, Texas. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana, and Arkansas. Ruel McDaniel. 1/2c up, Pub.

Southwestern Jewelers' Forum, 812 Wholesale Merchants Bldg., Dallas, Tex. (M-10) Interviews with successful retail jewelers in southwestern states. Joe Buckingham. 1/2 to 1c, Pub.

Southwestern Retailer, Wholesale Merchants' Bldg., Dallas, Tex. (M) Articles, interviews with successful retail dealers of Southwest. Joe Buckingham. 1/2c to 1 1/2c, Pub.

Spice Mill, The, 103 Water St., New York. (M-35) News from tea, coffee, and spice centers. Limited market for brief articles. B. F. Simmons. 1/2c to 1c, Pub.

Sporting Goods Dealer, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated reviews on merchandising, store arrangement, news. C. T. Felker. 1/2c up, Pub.

Sporting Goods Journal, 139 N. Clark St., Chicago. (M) Specific feature articles describing successful merchandising plans; photos. Ames A. Castle. 1/2c up, Pub.

Starchroom Laundry Journal, 415 Commercial Square, Cincinnati, O. (M-25) Short illustrated articles, trade miscellany. J. N. Wheeler. Fair rates, Pub.

Successful Dry Cleaning & Dyeing, 105 S. 9th St., St. Louis. (M) Technical and merchandising articles of interest to cleaners and dyers. W. H. Kerr. 1c, Pub.

Tires Magazine, 420 Lexington Ave., New York. (M-25) Merchandising and servicing articles on tire retailers and service station operators 1500 to 2000. Jerome T. Shaw. 1/2 to 1c, news items 25c inch, fillers 1/2c, photos \$3, Pub.

Toilet Requisites, 250 Park Ave., New York. (M-35) Verified interviews with buyers or higher executives concerning toiletries merchandising in cities 25,000 or over. Photos: Only unusual merchandising considered. Keep under 1200. Clyde B. Davis. 1c, Acc.

Warm Air Heating, 105 S. 9th St., St. Louis. (M) Articles on use of standard equipment of well-known manufacturers of furnaces, also, air conditioning equipment, control and temperature regulators. Paul L. Reed. 1c, Pub.

Wayside Salesman, Waverly Pub. Co., Waverly, Ia. (M) Illustrated business-building articles on and for wayside inns, barbecue stands, tourist camps, roadside refreshment stands, etc., largely from Middle West. Frank Gruber. 1c, photos 75c to \$1.50, Acc.

Western Barber and Beauty Shop, 312 E. 12th St., Los Angeles. (M) Methods articles concerning Pacific Coast barbers and beauty shop operators. Michael J. Phillips. 1/2c up, Pub.

Western Confectioner, 57 Post St., San Francisco. (M-35) News and features of Western candy, ice cream, fountain trade. Russell B. Tripp. Fair rates, Pub. (Overstocked.)

Western Florist, 312 E. 12th St., Los Angeles. (W) News and features of successful florists. M. J. Phillips. 1/2c up.

Western Wood Worker, 71 Columbia St., Seattle, Wash. (M) Articles on wood-working plant operations, illustrated interviews, Western locale, 1000. Nard Jones. 1/2 to 1c, Pub.

Wholesale Druggist, 291 Broadway, New York. (M) Concrete drug business articles. Jerry McQuade. 1c up, Pub.

Window Shade and Drapery Journal, 22 E. 12th St., Cincinnati. (M) Articles on all phases of shade and drapery business, interviews, news items, photos. E. E. Harris. 3/4 to 2c, photos \$2 to \$5, Acc.

Wood Construction, Xenia, Ohio. (2-M-15) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. \$10 page, including art, Pub.

Wood Working Industries, 4th St. at Clinton, Jamestown, N. Y. (M) Technical wood-working management and production articles. H. W. Patterson. Good rates, Acc. Query.

LIST D

Juvenile and Young Peoples' Publications

American Boy, The, 550 Lafayette Blvd., Detroit, Mich. (M-20) Older boys. Short-stories 3000 to 5000, serials 40,000 to 60,000, fact articles dealing with older boy interests 50 to 4000, one-act plays, short poems. George F. Pierrot. 2c up, photos \$2, Acc. (Overstocked.)

American Girl, 670 Lexington Ave., New York. (M-15) Ages 12 to 18. Girl Scouts publication. Action short-stories 3500 to 4500. Miss Margaret Mochrie. 1c up, Acc.

American Newspaper Boy, 15 W. Fifth St., Winston-Salem, N. C. (M) Short-stories of adventure, modern newspaper carrier boy heroes 1600 to 2500. Bradley Welfare. 1/3c, Acc.

Beacon, The, 25 Beacon St., Boston. (W) Boys and girls, medium ages. Short-stories 1800 to 2000; serials, verse, miscellany. Miss Marie W. Johnson. 1/3c, Acc.

Boy Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Short-stories 2000, serials, articles, miscellany. 1/3c up, Acc.

Boys' and Girls' Comrade, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (M) Ages 9 to 15. Character and educational articles 500 to 1500, wholesome short-stories 1000 to 2000, serials 5 to 15 chapters, editorials 250 to 500, verse 2 to 6 stanzas, fact items, fillers. L. Helen Percy. \$2 to \$2.50 M, photos 25c to \$1, Pub.

Boys' Comrade, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 14 to 18. Short-stories 2000, serials, illustrated articles 100 to 1500, verse, miscellany. O. T. Anderson. \$4 to \$5 per M., Acc.

Boys' Life, 2 Park Ave., New York. (M-20) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories up to 5000, serials up to 30,000, verse, articles up to 2000. James E. West. 2c up, Acc.

Boys' World, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200 to 2500, serials 6 to 8 chapters 2200 each, scientific, success articles up to 300, occupation articles 150 to 1100, successful boys, curiosity, scientific news items, miscellany. D. C. Cook, Jr. 1/3c up, verse 10c line, Acc.

Challenge, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500 to 2500, serials 2 to 12 chapters 2000 each: descriptive, biographical, travel articles up to 2000; verse. Hight C. Moore; Noble Van Ness. 1/3c, verse \$1 to \$2.50, Acc.

Child Life, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-35) Ages 2 to 12. Short-stories, miscellany up to 1800. Marjorie Barrows, 1/3c to 1c, Acc. (Overstocked.)

Children's Hour, The, 470 Stuart St., Boston. Children's articles, short-stories, drawings, puzzles, music, etc. Rose Saffron. 1/3c up, Pub.

Children's Playtime, The, Insurance Center Bldg., Cleveland, O. (M-25) Educational short-stories 1500. E. F. Schueren. 1/3c, Acc.

Christian Youth, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers, nature, fact, how-to-make-it articles 300 to 1000. Bible puzzles. Charles G. Trumbull; John W. Lane, Asso. \$10 a story, fillers \$4, puzzles \$1 to \$2, Acc.

Classmate, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young People 18 to 24. Wholesome short-stories 2500 to 3500, serials 30,000 to 40,000, illustrated articles 1000 to 2500, fact items 200 to 1000, verse. A. D. Moore. Fillers 1/3c up, fiction 1c up, verse \$5 to \$10, Acc.

Dew Drops, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 900 to 1000, short articles, editorials 250 to 300, verse up to 12 lines. No fairy stories. David C. Cook, Jr. 1/3c up, Acc.

Epworth Herald, 740 Rush St., Chicago. (W-5) Articles on youth's activities 1000 to 1200, religious essays 1000, short-stories 1200 to 1500, verse up to 20 lines. W. E. J. Gratz. 1/3c to 1c, verse 15c line, photos \$3 to \$5, Acc.

Every Child's Magazine, 108 N. 18th St., Omaha, Nebr. (M) Boys and girls about 12. Short-stories 2000; travel articles. Few fairy stories. Grace Sorenson. Low rates, Pub.

Everygirl's, Lyon at Ottawa, Grand Rapids, Mich. (M-15) For teen-age girls. Short-stories 2000, serials 12,000 to 15,000; out-of-door, sport, camp craft, household, sewing, craft, etiquette articles; foreign girl stories or articles. Martha K. Sironen. 1/3c, photos \$3, Acc.

Forward, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Young people, high-school age up. Short-stories 2500 to 3000, serials 5 to 8 chapters, illustrated articles 700 to 1000, fillers 150 to 400, miscellany. Dr. John T. Faris. 1/3c for articles, \$15 up for stories, Acc.

Friend, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800, short verse. J. W. Owen. \$1 to \$5 per story, poems 50c to \$2, Acc.

Front Rank, The, Christian Bd. of Pub., 2710 Pine St., St. Louis, Mo. (W) Young people, teen ages. Moral short-stories 2000 to 2500, serials 20,000 to 25,000, general-interest articles 1500 to 2500, verse, miscellany. O. T. Anderson. \$4 to \$5 per M., Acc.

Girlhood Days, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Girls 12 to 18. Out-of-door short-stories 1800 to 2000, serials, articles, miscellany. 1/3c up, Acc.

Girls' Circle, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Girls 13 to 17. Short-stories 2500, serials 9 to 10 chapters, articles 100 to 2000, poems up to 20 lines. Erma R. Bishop. \$4 to \$5 per M, Acc.

Girls' Companion, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 13 to 17. Short-stories 2000 to 2500, serials 2 to 8 chapters 2200 each, illustrated occupation articles 150 to 800. Inspiration and information material 100 to 300. David C. Cook, Jr. 1/3c up, verse 10 line, photos \$1.50 to \$3, Acc.

Girl's World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W) Ages 13 to 16. Wholesome action short-stories 2500, serials 4 to 6 chapters, informative articles 200 to 800. 1/3c, Acc.

Haversack, The, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys, 10 to 17. Short-stories 2000 to 3000, serials 4 to 10 chapters, miscellany. 1/3c up, Acc.

High Road, The, M. E. Church So., 819 Broadway, Nashville, Tenn. (W) Family reading. Short-stories 2500 to 3500, serials 8 to 12 chapters, miscellany. 1/3c up, Acc.

Intermediate Weekly, The Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. Wholesome stories for young people, boy and girl characters. Short-stories 2000 to 3600, serials 6 to 12 chapters not over 2000 each; descriptive, travel, biographical, practical articles up to 2000; verse. Noble Van Ness; Novella Dillard Preston. 1/3c, poems \$1 to \$2.50, Acc.

John Martin's Book, 300 4th Ave., New York. (M-50) Children up to 12. Informative articles up to 2000, little tot short-stories 1000 to 1200, short stories of fact, romance, fancy for older children up to 2000; serials, boy and girl appeal, 6 chapters of 2500; short and narrative verse, craft articles, continuity jokes. John Martin; Helen Waldo, assistant. 1 to 3c, verse 25c line up, Acc.

Junior Christian Endeavor World, 41 Mt. Vernon St., Boston. (W-5) Short-stories 1500 to 2500; very few serials; short articles on children's subjects, curious facts, illustrated arts, 600. Stanley B. Vandersall. 1/3c, Acc.

Junior Home Magazine, 1018 S. Wabash Ave., Chicago. (M-25) Juvenile short-stories, "how-to-make" articles, miscellany. Bertha M. Hamilton. 1c, Pub.

Junior Joys, Nazarene Pub. Soc., 2923 Troost Ave., Kansas City, Mo. (W) Boys and girls 9 to 12; short-stories 1500 to 1800, serials 6 to 12 chapters, short miscellany. Mabel Hanson. 1/3c, Acc.

Junior Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 8 to 12. Short-stories, serials, verse. 1/3c, Acc.

Junior Weekly, The, 161 8th Ave., N., Nashville, Tenn. (W-5) Girls and boys 9 to 12. Short-stories, biographical, historical, scientific, discovery articles 1500. Serials 2 to 10 chapters. Novella Dillard Preston. 1/2 to 1/3c, Acc.

Junior World, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Children 9 to 12. Short-stories 500 to 3000, serials 8 to 12 chapters, poems up to 16 lines, informative articles 200 to 600, jokes, skits, anecdotes. Hazel A. Lewis. \$4 to \$5 per M., Acc.

Junior World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-8) Children 9 to 12. Short-stories up to 2500, serials, miscellany. Owen C. Brown. \$5 per M, Acc.

Kindergarten Primary Magazine, 278 River St., Manistee, Mich. (Bi-M-20) Ages 4 to 6. Short-stories up to 500, short verse; articles on child training up to 1500; games, instructive playlets. Grace C. Dow. \$1 to \$5 per article, verse 25c to \$1, Acc.

Little Learner, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 2 to 5. Short-stories 600 to 800, articles 100 to 300, verse up to 12 lines. David C. Cook, Jr. 1/3c up, Acc.

Lutheran Boys and Girls, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Ages 9 to 14. Low rates, Acc.

Lutheran Young Folks, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Older boys and girls. Illustrated descriptive articles, short-stories 3000 to 3500, serials 6 to 12 chapters. Fair rates, Acc.

Mayflower, The, Pilgrim Press, 14 Beacon St., Boston. (W) Children under 9. Short-stories 300 to 700, verse. Fair rates, Acc.

Olive Leaf, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, medium ages. Adventure stories 500 to 700. Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. $\frac{1}{4}$ to $\frac{1}{2}$ ¢, Pub.

Onward, Box 1176, Richmond, Va. (W-3) Young people. Short-stories, serials dealing with character development. Miss Clarabel Williams. \$3 to \$5 per M., Acc. (Overstocked.)

Open Road for Boys, 130 Newbury St., Boston. (M-10) Boys' interests. Aviation, sport, adventure, humorous, short-stories 2000 to 3500, serials up to 40,000, articles 1000 to 1500. Clayton H. Ernst. Up to 1¢, Acc. and Pub.

Our Little Folks, United Brethren Publishing House, Dayton, O. (W) 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to $\frac{1}{2}$ ¢, Acc.

Picture Story Paper, 150 5th Ave., New York. Children 4 to 8. Short-stories 300 to 800, verse. $\frac{3}{4}$ ¢ to 1¢, Acc.

Picture World, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories 400 to 800, verse. \$3 to \$4 per M up, verse 50¢ stanza, Acc.

Pioneer, The, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Boys 12 to 15. Short-stories 2500 to 3000, serials 6 to 8 chapters 2500 each, illustrated articles 800 to 1000. Dr. John T. Faris. Articles 2/5¢ up, stories \$12 up, photos 50¢ to \$2, Acc.

Play Mate, 3025 E. 75th St., Cleveland, O. (M-15) Juvenile short-stories 1000 to 2500, poems. A. R. Mueller. 1 to 3¢, verse 25¢ line, Pub.

Portal, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Girls 9 to 15. Short-stories 1500 to 3000, serials 20,000 to 25,000, articles, miscellany. Wilma K. McFarland. Fair rates, Acc.

Queen's Gardens, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500 to 3000, serials 6 to 8 chapters 2500 each; illustrated travel and nature articles 800 to 1000. Dr. John T. Faris. Articles 2/5¢ to $\frac{1}{4}$ ¢, stories \$12 up, Acc.

Ropeco Magazine, Rogers, Peet & Co., 842 Broadway, New York. (M-Free) Boys 5 to 16. Adventure, animal, boy-interest short-stories, articles, jokes, miscellany. Miss L. F. Roth. $\frac{3}{4}$ ¢, Acc.

St. Nicholas, 55 W. 42d St., New York. (M-35) Boys and girls, age 14. Adventure, animal, historical, humorous, home life short-stories 3000 to 5000; verse. May Lambertson Becker. 1¢, verse 25¢ line, Acc.

Stories, Presbyterian Board of Pub., 420 Witherspoon Bldg., Philadelphia. Primary children. Character-building short-stories 500 to 800, verse. $\frac{1}{2}$ ¢, verse 50¢ stanza, Acc.

Storyland, Christian Bd. of Pub., 2712 Pine St., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000, poems 4 to 12 lines, simple puzzles. Hazel A. Lewis. \$4 to \$5 per M., Acc.

Storytime, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Children 6 to 9 and parents. Short-stories 300 to 600, articles 100 to 300, verse. Mrs. Ruth Taylor. $\frac{1}{2}$ ¢, Acc.

Story World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) Very little children. Short-stories 300 to 600; verse. $\frac{1}{2}$ ¢, Acc.

Target, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 3000, serials of character development 20,000 to 30,000, articles 1200, editorials 800 to 1200, verse 8 to 36 lines, fact items, fillers 200 to 500. Alfred D. Moore. Articles $\frac{1}{2}$ ¢ up, fiction 1¢ up, verse \$2.50 up, photos \$1 to \$3.50, Acc.

Torchbearer, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls 10 to 17. Short-stories 2000 to 3000, serials 8 to 10 chapters, articles 1800; miscellany. $\frac{1}{2}$ ¢ up, Acc.

Watchword, The, United Brethren Pub. House, Dayton, O. (W) Short-stories, serials, for young people, miscellany. E. E. Harris. 1/5¢, Acc.

Wee Wisdom, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. Uplifting short-stories 800 to 2500, serials 2500 to 8000, verse, puzzles. Jane Palmer. Up to 2¢, verse up to 25¢ line, Acc.

Wellspring, The, Pilgrim Press, 14 Beacon St., Boston. (W) Boys and girls, medium ages. Short-stories, serials, verse, miscellany. 2/3¢, Acc.

What to Do, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 12. Short-stories 2000 to 2500, serials under 6 chapters 2500 each, articles, editorials up to 800. Helen Miller Stanley. \$5 per M up, Acc.

World Friends, M. E. Church South, 810 Broadway, Nashville, Tenn. (M-5) Children 9 to 12. Brief short-stories 550 to 2100, missionary poems. Estelle Haskin. $\frac{1}{2}$ ¢, Acc.

Young Churchman, The, 1801 Fond du Lac Ave., Milwaukee, Wis. (W-5) Material for boys and girls 10 to 15. Pearl H. Campbell. Moderate rates, Acc.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) Children's paper of W. C. T. U. Temperance, health, anti-tobacco, character-building articles and short-stories up to 1500; puzzles. Katherine P. Crane. Moderate rates, Pub. No payment for verse.

Young Israel, 11 W. 42d St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200 to 1500, verse. Elsa Weihl. Under 1¢, verse \$5, Acc.

Young People, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) 17 years up. Short-stories 2000 to 3000, serials, articles, miscellany. Owen C. Brown. $\frac{1}{2}$ ¢, Acc.

Young People's Friend, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Educational articles, essays 1000 to 1500, short-stories 1200 to 2500, serials 5 to 15 chapters, editorials, verse 3 to 8 stanzas. L. Helen Percy. \$2 to \$3 per M, verse 5¢ line, Pub.

Young People's Paper, 1816 Chestnut St., Philadelphia. (W) Teen ages. Feature and inspirational articles under 1500, short-stories up to 3000, serials 13,000. \$4 to \$5 per M., Acc.

Young People's Weekly, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 17 to 25. Short-stories 3000, serials up to 8 chapters, short illustrated articles, miscellany. Helen Miller Stanley. \$5 per M up, Acc.

Youth, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) For youthful persons of all ages. Solution of problems from standpoint of Christ teachings. Short-stories 1500 to 3500, articles 500 to 1500, poetry 4 to 16 lines. Ernest C. Wilson. 1 to 3¢, verse 25¢ line up, Acc.

Youth's Comrade, The, Nazarene Pub. Soc., 2923 Troost Ave., Kansas City. (W) Boys and girls, high-school ages up. Short-stories 2000, serials, articles, miscellany. $\frac{1}{4}$ ¢, Acc.

Youth's World, Am. Baptist Pub. Soc., 1703 Chestnut St., Philadelphia. (W) Boys, teen ages. Short-stories up to 2500, serials 4 to 8 chapters 2500 each, articles 100 to 1000, editorials up to 500, fact items 50 to 100. Owen C. Brown. $\frac{1}{2}$ ¢, photos 25¢ up, Acc.

Statement of the Ownership, Management, Circulation, etc., Required by the Act of Congress of August 24, 1912, of The Author & Journalist, Published Monthly at Denver, Colorado, for April 1, 1931.

Before me, a notary public in and for the State and county aforesaid, personally appeared Willard E. Hawkins, who, having been duly sworn according to law, deposes and says that he is the editor of The Author & Journalist, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit: 1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, The Author & Journalist Publishing Co., Denver, Colo.; Editor, Willard E. Hawkins, Denver, Colo.; Managing Editor, None; Business Manager, John T. Bartlett, Boulder, Colo. 2. That the owner is: The Author & Journalist Publishing Co., Denver, Colo.; Willard E. Hawkins, Denver, Colo.; John T. Bartlett, Boulder, Colo.; Queenabelle S. Hawkins, Denver, Colo.; Margaret A. Bartlett, Boulder, Colo. 3.

That the known bondholders, mortgagees, and the security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None. 4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

WILLARD E. HAWKINS, Editor.

Sworn to and subscribed before me this 1st day of April 1931.

LILA G. WATSON, Notary Public.

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Knowledge as an Aid to Creative Work
Observation as an Aid to Creative Writing
Equipment for Creative Writing
Creating Emotional Appeal
Drama—What It Is and How to Create It
The Science of Making Your Stories Plausible
The Relation Between Creative Imagination and the Subconscious Mind
How Well Equipped Are You to Write Fiction?
Analysis of What Editors Want
Three Important Plot Sources
Gauging Your Ability for Prolific Writing
Testing Your Equipment for Writing Various Types of Stories
Determining Your Aptitude for Writing Essays, Articles, Book Reviews, Plays, Novels and Poetry
The Quality That Makes Stories Sell
Why Editors Have Taboos
Debunking Plot
The Show-Window of Fiction
How to Make Puppets Live
Keeping the Reader Interested
The Business of Selling Stories
Summary of Your Rating as an Author
Appendix

This astounding new system is for all literary workers. It makes training fascinating and easy beyond comparison. Such a system should cost several hundred dollars. Actually, it costs less than you will think possible. It covers so much that it ordinarily would take years to complete. But you can finish the course in two months.

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LITERARY MARKET TIPS

Gathered Monthly from Authoritative Sources

Short Stories, *West* and *Star Magazine*, of the Doubleday-Doran Group, Garden City, New York, send the following policy report, signed by Roy de S. Horn, editor: "In writing for all three of our magazines keep in mind that the handiest lengths for us are: complete novels, around 20,000 to 25,000 words; short novelettes, around 10,000 words; short-stories, 6000 words or under. Two-, three- and four-part serials that break around 15,000 words average per installment, with the first installment perhaps 2000 or 3000 words longer and the last installment accordingly less, are the handiest lengths for us for serials. An exception can be made in the case of serials which are intended for book publication also, in which case, of course, book requirements demand around 70,000 or 80,000 words. These are the handiest lengths. We still hold to our policy of trying to buy the very best stories regardless of what length they may prove to be. But the plain fact of the matter is that due to the technical requirements of printing, we will probably use six stories of the handier lengths to one of the unhandy length. So when you shoot at our favorite length, you shoot at a target just about six times as big. *Short Stories* particularly wants novels and novelettes and short-stories of stirring adventure set all over the world—Orient, South Seas, Alaska, Canadian Mounted Police, lumberjacks, miners, steel workers, automobile racing, bridge building—stories set anywhere and about anything just so long as they are good stories of stirring adventure for men readers. And we do not mind a reasonable amount of woman interest in any story submitted to any of the three magazines. Our requirements for *West* are the same, except that the story should be located in some part of the American West—and that means on a line drawn from the Mississippi Valley and extending from the equator to the north pole, diverging sufficiently to the east to take in the logging districts of Michigan and Wisconsin and the whole Hudson Bay country. For *Star* we want adventure stories generally, but with as strong a mystery as can be worked into the plot in addition."

War Stories, 100 Fifth Avenue, New York, of the Dell group, is now edited by A. H. Bittner, recently with the Munsey organization as editor of *Argosy*.

Hollywood Romances, 100 Fifth Avenue, New York, is a new bi-monthly magazine of the Dell Publishing Company, using short-stories, novelettes, and feature articles of Hollywood background. An editorial announcement states that the magazine will give "the tears and the laughter of the people who work in the motion-picture capital of America—not mimes and actors, but real, human, flesh-and-blood characters on the stage of life." Rates, it is presumed, will be on a par with rates paid by the other Dell magazines, 1 cent a word or better on acceptance.

The Minneapolis-Moline Power Implement Company, Minneapolis, Minn., John Ransom of the advertising department, writes: "We are in the market for some short-stories or 'yarns' of 1000 to 1200 words or less; also short yarns of only 400 or 500 words of the proper type. These are for use in a magazine to be mailed out to farmers throughout most of the United States and should be of general interest for the average farm family." Rates to be paid are not stated. Writers are requested to indicate what price they desire for submitted manuscripts.

The Saturday Evening Post, Philadelphia, according to a tip from the editorial department, at the present time offers a better opportunity than ever before for the work of writers who have been "hitting their stride" in smaller publications. This is said to be due in part to a falling down in quality on the part of several of the "big-name" writers. Light articles of from 3000 to 5000 words, such as those of Ludley Johnson, "Sugar and Cornbread," or "Here We Go A-Nutting," are desired; also short humorous anecdotes for the Post Scripts department. Fiction must no longer run over 7500 words in length; shorter stories are preferred. The article limit is 6000 words. It is understood that the Outdoor and Getting-on-in-the-World departments are at present overstocked.

Five Novels Monthly, 80 Lafayette Street, New York, John Burr, editor, recently informed a contributor that a combination of mystery and romance will make a more acceptable story for its purpose than either type alone. This magazine uses novelettes of 25,000 words, paying rates of 2 cents a word up, on acceptance.

In addition to two new magazines announced last month for early publication by the Clayton Publishing Company, 80 Lafayette Street, New York, a third magazine, to be entitled *Jungle Stories*, is now under preparation. This magazine will use adventure stories in strange foreign settings. Of the other two magazines one is to be entitled *Soldiers of Fortune*. It will use swash-buckling historical stories, principally in novelette lengths, around 35,000 words, with some short-stories. The other is to be entitled *Strange Stories*, and is to use weird, occult, supernatural, and ghost stories. The usual Clayton rates of around 2 cents a word on acceptance are to be paid.

Ballyhoo is the title that probably will be given to a new humorous magazine to be launched by the Dell Publishing Company, 100 Fifth Avenue, New York. It will be edited by Norman Anthony, formerly editor of *Life* and of *Judge*. The magazine will use material somewhat similar to these two magazines and *The New Yorker*.

Shadow, 79 Seventh Avenue, New York, is a new magazine to be launched shortly by Street & Smith and edited by Lon Murray. It will be a quarterly, devoted to mystery novels, of about 35,000 words, and short-stories. Payment for material will be at about 1 cent a word on acceptance.

THE AUTHOR &
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Abbott's Monthly, 3435 Indiana Avenue, Chicago, Lucius C. Harper, editor, announces that hereafter payment for all material will be made on the 15th of each month after date of publication. However, the magazine will hereafter buy material only through literary agents. Presumably this rule will be waived on special occasions, but we would advise intending contributors to send a preliminary letter stating their experience and qualifications, and to submit work only on invitation. The magazine is issued for Negro readers.

Real Detective Magazine is the new title of Edwin Baird's *Real Detective Tales and Mystery Stories*, 1050 N. La Salle Street, Chicago. The magazine now uses no fiction, being devoted to sensational fact stories on crime, criminals, gangsters, police methods, etc. Payment is usually at rates of about 1½ cents a word, \$3 for photos, on acceptance.

Pep Stories and *Spicy Stories*, published by the Ramer Reviews, 305 E. Forty-sixth Street, New York, write that they are in the immediate market for short-stories of from 2000 to 2800 words, novelettes not exceeding 3000 words, and three-part serials with 3000 words in each installment. "The stories are to be of the snappy, censorable type. By that we mean that they must be peppy, humorous, and lively, without going into too great detail along forbidden lines. Serials must have a synopsis between each installment." Payment is promised at 1 cent a word on publication.

Asia, 468 Fourth Avenue, New York, is now buying no fiction. The magazine pays fair rates before publication, not on acceptance, as previously listed.

Radio Digest, 420 Lexington Avenue, New York, is interested in no unsolicited material except one- or two-verse humorous bits for its "Hits, Quips and Slips" department, writes Harold P. Brown, managing editor. Payment for these is at from \$1 to \$5 per contribution, on publication.

Script, 800 N. Sixth Street, Kansas City, Kans., is announced as a new magazine to be published within a few weeks. Reuben Holmes, editor, writes: "The magazine will use material of the short-short variety, and while no definite type will be emphasized, the editors are anxious to secure stories that are written away from the established mechanics of fiction. It will be necessary to maintain a rather low scale of rates for the present, but contributors may be sure of immediate reading and report, safe return of manuscripts, and prompt payment on publication."

The Chatelaine, 143 University Avenue, Toronto, Ont., has recently raised its rates to 1c a word and up, payment on acceptance, according to Byrne Hope Sanders, editor. It uses articles of Canadian woman interest up to 2000 words and short-stories 3500 to 5000 words. Also 2- to 4-part serials.

People's Popular Monthly, Des Moines, Ia., has passed into a receivership and is not in the market for manuscripts. Carl C. Proper, editor and publisher, has been named receiver and hopes to effect a reorganization under which publication of the magazine will be continued.

General Publishing Company, McComb, Ohio, writes that its Where-to-Go Guides were discontinued with the 1930 season. No more material from writers is therefore desired.

Wisconsin Veteran, box 114, North Fon du Lac, Wis., official publication of the Department of Wyoming, Veterans of Foreign Wars, will be interested in articles, essays, stories and verse pertinent to the war veterans, veteran legislation, welfare, etc., writes Earl E. Zoch, director of publicity. "Babbling brook, fancy writing and padding not desired," Mr. Zoch writes. "Short, snappy stuff will be given preference. Reports will be made within a week. Payment will be on acceptance at good rates dependant upon strength and to what other use the material may be put to by special arrangement with the author. The same manuscript wants apply to *The Listening Post*, of which I am editor."

The Alpha Sigmian, 2400 South Flower Street, Los Angeles, is changing its name to *Mediator*, and is moving to 3993 S. Van Ness, Los Angeles. Carl H. Burrows writes: "The purpose of *Mediator* will remain the same, to bring together employers and physically handicapped people who need employment. It uses biographies, autobiographies and fiction of about 1000 words. Payment is at 1/3 cent per word, on acceptance.

The Radio Syndicate Service, 3806 Beverly Boulevard, Los Angeles, writes: "We are interested in radio plays running fifteen and thirty minutes, approximately 1800 and 3600 words. Our preference is for straight drama, with strong realism and human-interest content. The theme and conception must introduce a plot of vivid appeal, characterization, genuine crisis, and dramatic climax, and must possess the highest degree of unity both in expression and continuity. A brief plot synopsis should accompany manuscript for cataloguing records. The purpose of the company is to lease and re-lease manuscripts to various radio broadcasting stations and transcription producers. A percentage of the profit is paid to the author." It is stated that the minimum single royalty charge to radio stations for the shorter one-act playlets is \$5 and the maximum charge \$50.

In our May issue, the Hersey magazines at 570 Seventh Avenue, New York, were erroneously referred to as the Magazine Publishers group. The Hersey magazines are, of course, issued under the imprint of the Good Story Magazine Company, Inc. They include *Outlaws of the West*, *Gangland*, *Racketeer Stories*, *Gangster Stories*, *Miracle Science and Fantasy Stories*, *Zoom*, *Murder Stories*, *Speakeasy Stories*, *Riders of the Range*, *The Dance Magazine*, and *Model Airplane News*. In addition, the company has under preparation a new magazine to be entitled *Courtroom Stories*, devoted to complete novels of a special type, which at present are being written to order.

Complete Gang Novel, Myrick Building, Springfield, Mass., is a newly launched magazine using complete crime novels, with some shorts and fillers. Low rates, it is understood, are paid on publication.

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"You can imagine how delighted I was to get that check for 'Desperate Measures.' In a way the second check is as much of a thrill as the first; it seems to show that the first wasn't an isolated phenomenon, but really meant something."—J. M.

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Photo-Era Magazine, Wolfeboro, N. H., A. H. Breadsley, editor, writes: "We are overstocked at the present time, but we are always glad to receive both practical and inspirational photographs and articles." This magazine is issued monthly and pays on publication at the general rate of \$3.75 per printed page.

All-Story, 280 Broadway, New York, announces the resignation of Miss Mabel Elmore as associate editor, and the appointment of Miss Louella F. Still to take her place.

The Texas Monthly, 2500 McKinney Avenue, Dallas, Texas, is very slow in paying for material, according to the report of one contributor.

Household Guest, 323 S. Peoria Street, Chicago, offers a market for short-stories of adventure, romance, and humor under 1000 words, and also from 1600 to 2800 words. It buys household and miscellaneous articles of special interest to homemakers in small towns. No verse. Mary H. McGovern is editor of this magazine and also of *Mother's-Home Life*, at the same address, which uses short-stories of about 2000 words, household articles of 1000 words, and miscellany for departments. Payment for both magazines is at ¼ cent a word up on acceptance, reports within two weeks.

Robert M. McBride & Company, book publishers, have moved from 7 W. Sixteenth Street to their new building at 4 W. Sixteenth Street, New York.

The Outlook, 120 E. Sixteenth Street, New York, is not in the market for short-stories or verse. The editors write that they depend upon their own staff and regular contributors for material, and do not care to encourage free-lance submissions.

Normal Instructor and Primary Plans, 514 Cutler Building, Rochester, N. Y., has been reentitled *The Instructor*.

Wm. Godwin, Inc., 100 Fifth Avenue, New York, is a new book publishing house. It will specialize in books of a social science nature.

Louis Carrier & Alan Isles, Inc., publishers, have moved from 33 E. Tenth Street to 70 Fifth Avenue, New York.

Nomad, 150 Lafayette Street, New York, has apparently been discontinued. Mail addressed to it is returned as undeliverable.

Discontinued

Golden West, New York.

Marriage Confessions, New York.

Prison Stories, New York.

Scotland Yard, New York. (With August issue.)

The Shepherd's Arms, Milwaukee, Wis.

Tile Talk, New York.

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Yale University Press, New Haven, Conn., recently supplied the following information regarding its Series of Younger Poets contests: "The Yale series of younger poets is open to American citizens who are under thirty years of age and have not previously published a volume of verses. Manuscripts for this competition are due May 1st and November 1st in each year. The best manuscript submitted in each competition is, if recommended by the editor, published at the expense of the Yale University Press, the author receiving the usual 10% royalty on all copies sold in the United States. The format of this Series calls for a volume of from forty-eight to sixty-four pages. A page of solid verse contains forty lines. The title-page should bear the author's full name and address in upper right-hand corner. Each manuscript should contain a title-page and a table of contents; the pages of the manuscript should be numbered consecutively throughout, beginning with the title-page. There should be not more than one poem on a page. It is permissible to include poems previously published in periodicals or newspapers, if the consent of such journals can be obtained for such republication. An unsuccessful manuscript may be revised and resubmitted after one year has elapsed since it was first placed in competition. The Yale University Press does not guarantee to issue a volume as the result of each competition if, in the opinion of the editor, no manuscript submitted is worthy of publication in this series. Contestants should address manuscripts and correspondence to the Editor, Yale Series of Younger Poets, Yale University Press, New Haven, Conn."

American Forests, 1727 K Street, N. W., Washington, D. C., conducts a "Sapling Forest" joke contest, awarding \$5 monthly for the best forest joke and cartoon, \$1 for all others accepted.

The Instructor (formerly Normal Instructor and Primary Plans), 514 Cutler Building, Rochester, New York, offers 100 prizes, totaling \$1000, to teachers in rural and grade schools and instructors of teacher training in a series of contests for travel articles. Closing date, October 15, 1931. For details, write Travel Editor.

The American Humane Education Society, Boston, announces that none of the school plays submitted in its play contest in connection with Be Kind to Animals Week, was found worthy of the prize. Out of 122 manuscripts received, however, small cash offers were made for three, which will be published in leaflet form for the use of teachers. It is the contention of THE AUTHOR & JOURNALIST that the withholding of a prize in a contest of this nature is unjust to those who entered it. Certainly if three plays were worth paying for, they were entitled to the promised award.

The Borden Company, 350 Madison Avenue, New York, offers to buy acceptable new recipes incorporating the use of Eagle Brand Condensed milk at \$25 each.

Opportunity, 919 N. Michigan Avenue, Chicago, conducts a monthly contest for letters in its "Now, That Is My Idea" department. The prizes are \$5 and \$2.

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Trade Journal Department

Edited by John T. Bartlett

INCOME TAX ARTICLES

"I am an expert in income taxes and am familiar with a great many of the cases decided in our Courts on this subject; and am in a position to write interesting articles.

"I could discuss a series of cases in any particular line of business, which have been decided and would be of great value to the readers; or I could conduct a column on taxation. Will you advise me how to go ahead?"—G., Mass.

BOTH business magazines and newspapers consider income tax a seasonable topic, which means that publication ordinarily would occur with December, January, and February issues, in the case of magazines. Newspaper publication might go over into early March.

To the business magazines, articles for publication during the indicated period would best be offered early next fall. When first submissions did not result in sale, other markets could be tried, up to about January 1.

The articles should be readable and helpful. You might work up a series of three articles, and prepare this in each of a numerous list of business and industrial fields, using cases arising in the particular trade or industry for each series. For example, you might prepare such a series for tire dealers, hardware stores, laundries, sporting goods stores, and so on. Crain's Market Data Book (G. D. Crain, Jr., 537 South Dearborn Street, Chicago, \$2.00), gives all the various fields and the publications listed in them.

Submitting articles, all it is necessary to do is to enclose return postage. "Usual Rate" might be indicated on the manuscript. Rates vary a great deal among publications. Most publications have a standard rate from which they vary only in exceptional cases.

We doubt if income taxes would be considered of broad enough interest to warrant a regular column or department devoted to them.

Articles prepared with newspaper publication in mind should be adapted to the reader group. Newspapers publish a great deal of material because it is timely, pertinent, interesting. "Human interest" aspects of the income tax, combined with very simple material to help "Everyman" in making his return, would probably be most successful.

Identical material can be sold to various magazines or newspapers, non-conflicting in their fields, if the right to syndicate is reserved in submitting to each.



THE demand for photos is off among business papers, a result of the depression.

A correspondent tells of supplying articles to an Oklahoma City trade news service, from which he is unable to obtain payment. Before sending articles to a sales service, make sure of the latter's financial responsibility.

LITERARY MARKET TIPS

IN THE TRADE, TECHNICAL, AND CLASS
JOURNAL FIELD

Atlas Publishing Company, 150 Lafayette Street, New York, writes: "We are in the market for features on unusual miniature golf courses and recreation centers, and photographs of unique links and playgrounds, for our *Miniature Golf Course Magazine* and *Recreation Management*. We are also in the market for features on wayside inns, roadstands, tourist camps, etc., and photos of same for our new publication, *Wayside Merchandising*, for which we will pay on the same basis. Both publications are trade journals, and should direct their appeal to the owners. It would be advisable to cover the following points in a story: When business was established; who constitutes its customers, what features have been used to attract customers; how many patrons are catered to daily, how many employees are needed to handle business; a description of course or inn; any facts of the early trials and tribulations and how overcome; proprietor's name, and any statement he may desire to make. Payment is at ½ cent a word and from 75 cents to \$2 for photos on publication. Material should be submitted to Bert Nevins of the editorial department."

Pacific Builder & Engineer, Arcade Square, Seattle, Wash., a weekly edited by Walter A. Averill, would like to get in touch with construction news correspondents in Billings, Miles City, Great Falls, Missoula, Calispell, Bozeman, Butte, Boise, Pocatello, Idaho Falls, Twin Falls, Lewiston, Walla Walla, Wenatchee, Baker (Ore.), La Grande (Ore.), Bend (Ore.), Klamath Falls (Ore.) For such news, 33 cents an inch is paid. Features consist of photos, floor plans, brief descriptive matter of outstanding buildings designed by recognized architects practicing in Oregon, Washington, Idaho, Montana, Alaska. Buildings completed within six months of date of story are preferred. Material is accepted only after assignment has been requested and granted. Payment is at \$5 per contribution.

Toy Department, 109 Stevenson Street, San Francisco, has been bought by, and merged with, *Toy World*, Bankers Investment Building, of the same city. Corena Daugherty is editor.

Furniture Record, 200 N. Division Street, Grand Rapids, Mich., has purchased *Furniture Journal*, 666 Lake Shore Drive, Chicago, the two being combined under the name, *Furniture Record & Journal*. Requirements remain the same as formerly—1000 to 2000-word experience-type articles on furniture merchandising, advertising successes, etc. "We want facts endorsed by stores interviewed," writes K. C. Clapp, editor; "also interested in furniture and house furnishings departments of department stores." One cent a word is paid on publication, with \$2.50 to \$5 each for photographs.

All manuscripts sent to *Radio Sales & Service*, 549 W. Washington Street, Chicago, have been returned, with a brief notice that the publication has been discontinued.

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THE AUTHOR & JOURNALIST

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I am also endorsed by William Wallace Cook, William Dudley Pelley, Bryan Irvine, A. L. H. Bucklin, Fred Goodcell, Louis Weadock, W. C. Tuttle, Denis H. Stovall and others. Such endorsements, from noted writers, are the true test of ability. Mere claims are worthless unless supported by results.

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Furniture Merchandising, Charlotte, N. C., is a national publication replacing *Southern Furniture Journal*, formerly sectional. Milton L. Sampson, previously with *Furniture Journal*, is editor. He writes, "We are in the market principally for success stories and articles describing unusual methods employed by retail furniture stores. We are not so much interested in what retailers are going to do as we are in what they have done successfully, with an explanation of the methods employed. Invariably, illustrative material is required with all manuscripts."

Aeronautical Industry, formerly at 1265 Broadway, New York, has been purchased by the Simmons-Boardman Publishing Co., and will be merged with *Airway Age*, 30 Church Street. The former publication will continue to be published weekly as a news service, except on the first Saturday of each month, when the magazine edition of *Airway Age* will appear. Lloyd George, editor of *Airway Age*, will be editor of the combined publications, with L. A. Nixon, former editor and publisher of *Aeronautical Industry*, a member of the editorial staff.

The A. B. McAttamanny Publications, Inc., 1465 Broadway, New York, are launching a new publication, *Packaging Record*, the first issue of which appeared May 15.

National Jeweler, 436 S. Clark Street, Chicago, is now being published in pocket size, with the result that hereafter most material will be held down to 700 or 800 words. "If a good story can be told in 500 words, so much the better." F. R. Bentley is editor.

Bertha Anne Houck, editor of *Save The Surface Magazine*, 18 E. Forty-first Street, New York, writes to a contributor: "Your story interests me greatly, but unfortunately we are in a state of reorganization and are not buying anything ahead for the magazine."

Convention & Exposition Magazine, formerly published in Chicago, has been taken over by Hoffman Publications, Inc., and will be published at 114 E. 32nd Street, New York. Not only does the publication deal with the operation of conventions and trade shows, but includes problems of association management. Sylvan Hoffman is managing editor.

Industrial Engineering, published by the McGraw-Hill Publishing Co., Tenth and Thirty-sixth Streets, New York, has changed its name to *Maintenance Engineering*. No editorial changes are contemplated, but the new name has been given the publication in order to recognize adequately the broadening function of maintenance engineering in industry.

Though *Standard Poultry Journal*, Kansas City, Mo., has absorbed *Dalton's Poultry Journal*, Oklahoma City, the former name will remain. Business and editorial offices will be maintained at Oklahoma City; publication offices at Kansas City.

Hosiery Age, 239 W. 39th Street, New York, has been merged with *Dry Goods Economist*, of the same address.

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